C 42.8/2:C 71

A SUPPLEMENT TO

International Commerce

Colombia

THE PENN... UNIVERSITY ... DOCUMENTS ...

A U.S. DEPARTMENT OF COMMERCE PUBLICATION

A SUPPLEMENT TO

International Commerce

. . . the weekly news magazine for world traders published by the Bureau of International Commerce and sold by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, and by Department of Commerce Field Offices for $16 a year.

a market for U.S. products

Colombia

A U. S. DEPARTMENT OF COMMERCE PUBLICATION

U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges
Secretary

Franklin D. Roosevelt, Jr.
Under Secretary

Jack N. Behrman
Assistant Secretary for Domestic and International Business

Thomas G. Wyman
Deputy Assistant Secretary for Domestic and International Business

Eugene M. Braderman
Director, Bureau of International Commerce

For sale by the Superintendent of Documents, U.S. Government Printing Office
Washington, D.C., 20402 - Price 50 cents

By

Herbert A. Lindow

Bureau of International Commerce

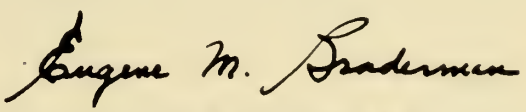
Acknowledgment

The author wishes to express his appreciation for the cooperation and assistance he received in writing this report from the U.S. Commercial Attaché, George A. Ellsworth, and his staff at Bogotá, as well as that of Foreign Service Officers at Medellín, Cali, and Barranquilla. The author also wishes to convey special credit to Alonzo Stanford of the U.S. Department of State for his valuable assistance in writing the section dealing with marketing channels and to Mrs. Irene Johnson of the Department of Commerce for her untiring efforts in preparing U.S. export statistics and other data for this report.

Foreword

THE REPUBLIC OF COLOMBIA is our fifth largest market in Latin America and has had traditionally close and friendly trade relations with the United States. Despite Colombia's economic difficulties and strict import controls, the Colombian market deserves the serious attention of the U.S. business community. Current efforts to accelerate economic growth should provide ample opportunities for U.S. manufacturers and exporters, as well as for investors, who can supply the goods, services, or capital needed in Colombia's development.

This study is part of the continuing effort of the U.S. Department of Commerce to stimulate increased U.S. exports. Its aim is to guide the U.S. businessman by pointing to export opportunities, by providing marketing data, and by presenting pertinent background information on Colombia.



EUGENE M. BRADERMAN
Director, Bureau of International Commerce

COLOMBIAN MARKET INDICATORS

POPULATION: Estimated at 14.76 million in 1962; growth rate: 2.9 percent annually; half of population is under 18; 34 persons per square mile with concentrations of 52 to 466 persons per square mile in the western half of the country; literacy is estimated at 60 percent.

AREA: 440,505 square miles or slightly larger than the combined area of Texas and California; cultivated area, 2.6 percent; nonarable land, for pasture, 23.6 percent; woods and forests, 53.8 percent; all others, 20 percent.

INCOME, PER CAPITA: $262 in 1961.

MOTOR VEHICLES REGISTERED: 211,030 at the end of 1962, as follows—105,942 passenger cars and jeeps, 25,942 buses, and 79,146 trucks.

TELEPHONES: 19 per 1,000.

RADIOS: About 300 per 1,000.

TV SETS: About 50 per 1,000.

ELECTRICITY: Private and public generating capacity, about 1 million kilowatts; per capita annual consumption, 370 kilowatt-hours.

MANUFACTURING INDEX (WITH 1953 Equals 100): 312 in 1960.

COST-OF-LIVING INDEX, with June 1954 to June 1955 equal to 100, 233.8 and 240.1 for employees and workers, respectively, in September 1963.

FOREIGN TRADE:

	1960	*1961*	*1962* [1]	*1963* [2]
Imports, total, c.i.f. millions of US$..	519	557	540	401
Imports from the United States, c.i.f. millions of US$..	282	284	[3] 283	203
Imports from the United States percent of total imports..	54	51	52	50
Exports, total, f.o.b. millions of US$..	465	435	464	394
Exports to the United States, f.o.b.....	298	260	267	211
Exports to the United States percent of total exports..	64	60	58	54

[1] Preliminary.
[2] 10 months of 1963, preliminary.
[3] Country of purchase.

GROSS NATIONAL PRODUCT: Approximately $4.5 billion in 1961.

PRINCIPAL IMPORTS: airplanes; apparatus used in petrochemical industry; automotive vehicle parts, components, and engines; equipment, oil drilling, earth-moving, electricity-generating and materials-handling; oils, lubricating, pulp, chemical; fertilizers, chemical; insecticides and disinfectants; machine tools, metalworking; newsprint, other paper, and paper products; sheet, hot-rolled; iron and steel; tinplate; tractors.

PRINCIPAL EXPORTS: bananas; cement, portland; coffee; cotton, raw; fuel oil; lumber, rough; platinum; petroleum, crude; shrimp, other crustacea; sugar; tobacco, leaf; wool tops.

PRINCIPAL CITIES: Barranquilla . . . Bogotá . . . Bucaramanga . . . Cali . . . Cartagena . . . Cúcuta . . . Ibagué . . . Manizales . . . Medellín . . . Monteriá . . . Palmira . . . Pereira.

Contents

	Page
Aeknowledgment	ii
Foreword	iii
Colombian Market Indicators	iv

CHAPTERS

I. Scope and Nature of the Market	1
Consumption Trends	1
Population and Income	2
Industrial Development	2
Government Import Policy	3
Alliance for Progress	4
Development Plan	4
Other Factors in Imports	5
Balance of Payments	5
LAFTA	5
Local Manufacturing	8
Development Assistance	8
Agency for International Development—World Bank—Inter-American Development Bank—Export-Import Bank—International Consultative Group.	
II. Goods and Services	10
Intermediate Goods	11
Primary Agricultural Goods	11
Semifinished and Finished Goods	11
Capital Goods	12
Consumer Goods	12
Imports, Projections	13
U.S. Goods Sold	13
U.S. Professional Services	13
III Market Analysis	14
Agricultural Products	14
Marketing Tips	15
Beverages and Spirits	16
Cigarettes and Tobacco	17
Food Processing	17
Chemicals and Pharmaceuticals	17
Textiles	19
Minerals and Petroleum Products	19
Basic Metal Products	20
Manufactured Metal Products	20
Transportation Equipment	21
Electrical Power Equipment	21
Telecommunications Equipment	21
Agricultural Machinery	22
Lumber Mill Equipment	22
Pulp and Paper Products	23
Building Materials	23
Glass Products	24

Page

Office Equipment ... 24
Instruments and Equipment ... 24
Printing and Graphic Arts ... 25
Books ... 25
IV. Distribution Facilities and Services ... 26
Marketing Channels ... 27
Import Houses ... 27
Commission Agents ... 27
Direct Consumer Purchases ... 27
Branch Houses or Subsidiaries ... 27
Government Purchasing ... 28
Aids to Marketing ... 28
Market Research ... 28
Advertising ... 28
Trade Associations ... 28
Exhibitions and Fairs ... 29
U.S. Marketing Aids ... 29
Commercial Centers—Barranquilla, Bogotá, Cali and Cauca Valley, Medellín ... 29
Ports and Port Facilities—Barranquilla, Cartagena, Santa Marta, Buenaventura ... 31
Railroads ... 32
Highways ... 33
Inland Waterways ... 33
Air Carriers ... 34
Ocean Shipping ... 34
Free Ports and Zones ... 35
V. Trade Regulations and Practices ... 36
Import Controls ... 36
Exchange Controls ... 37
Trade Procedures ... 38
Quotations and Payment Terms ... 38
Shipping Documents ... 38
Credit Facilities ... 38
Eximbank Insurance and Guarantees ... 38
Established Trade Customs ... 39
Commercial Language ... 39
Business Correspondence ... 39
Office Hours ... 39
Holidays ... 39
Weights and Measures ... 39

TABLES

1. Value of Colombian Imports, Total, c.i.f., From the United States, and Percent United States of Total, 1936–38 and 1950–62 and First 10 Months of 1963 ... 41
2. Manufacturing Industries by Number of Both Establishments and Employees, Value of Production, and Value Added, 1961 ... 41
3. Gross Domestic Product, by Sector, Various Years ... 42
4. Value of Selected Imports, by Economic Class, and Percent of Total, 1961–62 and First 9 Months of 1963 ... 42
5. U.S. Exports to Colombia by Commodity Groups and Principal Commodities, 1960–62 ... 43
6. Imports of Principal Semimanufactures and Manufactures, Total and U.S. Share, 1959–62 ... 44
7. Imports of Principal Capital Goods, Total and U.S. Share, 1959–62 ... 49
8. Imports of Principal Nondurable Consumer Goods, 1961–62 and First 9 Months of 1963 ... 53
9. Imports of Principal Durable Consumer Goods, 1961–62 and First 9 Months of 1963 ... 53
10. Imported Goods, Projections, 1963–65 ... 54
11. Imports of Manufactured Products, Projections 1964 and 1970 ... 54
12. Imports of Agricultural Products From the United States, by Groups, 1961–62 ... 54

Page

13. Imports of Principal Chemical and Pharmaceutical Products, 1961–62 54
14. Gross Value of Chemical and Pharmaceutical Production, 1958–59, and Projections, 1964 and 1970 55
15. Imports of Principal Chemicals and Pharmaceutical Products, Projections, 1964 and 1970 55
16. Steel Products, Imports and Production, 1959–60 56
17. Imports of Transportation Equipment, 1961–62 56
18. Electric Power Projects of Empresa de Energía Eléctrica de Bogotá, Colombia, 1963 ... 56
19. Electric Power Projects of Instituto de Aprovechamiento de Aguas y Fomento Eléctrico and Affiliated Companies and Subsidiaries, 1963 56
20. Electric Power Projects of Corporación Autónoma Regional del Canca—CVC, 1963 ... 57
21. Retail Sales in Principal Cities by Value and Percent of Total Sales, 1959–61 58
22. Colombian Port Calls by Merchant Ships Carrying U.S. Cargo, 1957–61 58

APPENDIXES

A. Colombian National Government Departmental and Semiofficial Organizations in Charge of Development Programs 59
B. Notes for Business Travelers 61
Government . . . Climatic Conditions . . . Hotel Accommodations . . . Food and Clothing . . . Passports and Visas . . . Samples and Advertising Matter . . . Government Representation.
C. Selected Sources of Further Information 63

PIE CHART

Value of Imports, by Country of Origin, 1962 17

MAPS

Location Map iv
Political Map viii
Physical Features 6
Projects of the International Bank for Reconstruction and Development—June 1963 7

CARIBBEAN SEA
NETHERLANDS ANTILLES
Certain islands of the Archipiélago de San Andrés y Providencia (13°00'N 81°30'W) and the Isla de Malpelo (3°58'N 81°35'W) belonging to Colombia are not shown on this map.
Riohacha
LA GUAJIRA
Santa Marta
Barranquilla
ATLANTICO
Río Magdalena
Cartagena
MAGDALENA
LAKE MARACAIBO
CANAL ZONE
PANAMA
VENEZUELA
Montería
Río Sinú
BOLIVAR
NORTE DE SANTANDER
Turbo
CORDOBA
Cúcuta
Río Cauca
ANTIOQUIA
Bucaramanga
SANTANDER
Río Arauca
Río Orinoco
Arauca
ARAUCA
Río Atrato
Medellín
Río Meta
Puerto Carreño
PACIFIC OCEAN
Quibdó
CHOCO
CALDAS
Río Magdalena
CUNDINAMARCA
unja
BOYACA
Manizales
Río Upía
VICHADA
Ibagué
BOGOTA
Villavicencio
Puerto López
Buenaventura
VALLE DEL CAUCA
TOLIMA
META
Río Guaviare
Río Orinoco
Cali
Neiva
HUILA
GUAINIA
CAUCA
Popayán
Río Guainía
VAUPES
Florencia
Tumaco
NARIÑO
Pasto
Río Vaupés
Mitú
CAQUETA
Mocoa
PUTUMAYO
QUITO
ECUADOR
Río Caquetá
BRAZIL
AMAZONAS
Río Japurá
Río Napo
Río Putumayo
PERU
AMAZON
Río Negro
Iquitos
Leticia
Río Javari
Río Marañón
COLOMBIA
International boundary
Internal administrative boundary
National capital
Internal administrative center
Railroad
Road
0 50 100 150 Miles
0 50 100 150 Kilometers
Boundaries are not necessarily those recognized by the U. S. Government.

CHAPTER I

Scope and Nature of the Market

IN doing business with Colombians, the U.S. businessman will often deal in a sophisticated and expansion-minded atmosphere. Colombian businessmen are accustomed to trade and to refer to themselves sometimes as having an "import mentality." They have traditionally looked towards the United States as a source for more than half of their import needs. (See table 1.) They respect the high quality of U.S. goods.

Firmly committed to the Alliance for Progress, Colombia is now undertaking an ambitious 10-year economic and social development plan calling for large private and public investment. These investments should be a primary factor in stimulating greater imports into Colombia in the years ahead. There should be a growing market for most types of machinery and equipment, industrial raw materials, and technical services.

U.S. exporters of goods and services will, however, encounter increasing foreign competition and import controls. Barter-type arrangements with a number of European countries and Japan, as well as long-term supplier credits available in those countries, may also narrow the markets available to U.S. suppliers.

To meet foreign competition, flexible credit terms are of vital importance. This is especially true when U.S. goods happen to be higher priced than competitive imports.

Government import controls aimed at attaining greater self-sufficiency and at protecting the balance of payments may reduce the market for certain types of manufactures. However, other types of U.S. goods and services needed for the establishment of new manufacturing operations, the expansion of present facilities, and the building of development projects should have very favorable sales possibilities.

CONSUMPTION TRENDS

The trend to import goods needed for economic and industrial development rather than final consumer goods should continue in the foreseeable future. Several groups will probably account for the bulk of imported goods. These groups are:

1. The well-developed manufacturing industries, which are dependent on imported materials and capital goods.
2. The petroleum companies, which must import machinery and equipment.
3. The many Government agencies, which import goods for development projects or for their enterprises in petroleum, transportation, public utilities, or agriculture.

719-623 O-64—2

4. The private agricultural sector, which is becoming more mechanized.

5. The metal fabricating industries.

POPULATION AND INCOME

The population of Colombia was estimated at 14.76 million in 1962, or the fourth largest in Latin America.[1] By 1970, the population may number 19.7 million.[2]

Half of the population is under 18 years of age. Illiteracy is still widespread and affects about 40 percent of the population. Migration to the cities has accounted for about 40 percent of urban growth between 1950 and 1960. Greater economic opportunities in urban areas and violence in rural areas are two main reasons for the migration. Twelve cities now have a population of over 100,000 persons, as follows:

Bogotá, Federal District	1,329,230	Manizales	176,080
Cali	693,120	Ibagué	148,990
Medellín	690,710	Cúcuta	147,970
Barranquilla	474,040	Pereira	141,000
Bucaramanga	221,770	Palmira	106,000
Cartagena	185,160	Montería	104,310

Sources: Departamento Nacional de Estadística in the daily, El Tiempo, Bogotá, June 15, 1963, except for figures on Pereira and Palmira which are from Consejo Nacional de Política, Económica y Planeación, Departamento Administrativo de Planeación y Servicios Técnicos, *Colombia, Plan General de Desarrollo Económico y Social*, part I, p. 56, Bogota, 1962 (hereafter referred to as the *Development Plan*).

Per capita income is estimated at $262 per year in 1961, or approximately equal to that of Brazil.

Purchasing power continues to be concentrated largely among about 500,000 persons, but there is increasing evidence of an emerging middle class of some 3 million persons. They tend to consume goods having a high import content.

The arrival of the new city dwellers has created a great unfilled demand for such facilities as housing, schools, sewers, sanitation facilities, and transportation. Loans have been made from abroad to provide some of these facilities to ameliorate living conditions; nevertheless, much remains to be done before the deficit in these facilities is substantially lowered.

Despite urban growth, however, about one-half of the economically active population is still engaged in agriculture, livestock farming, forestry, and fishing. A breakdown by occupation shows the following:

Agriculture, livestock, forestry, and fishing	2,269,000	Mining	69,000
Construction	209,000	Trade	329,000
Electricity, gas, and water	18,000	Transportation and communications	192,000
Manufacturing:		Other	781,000
Fabricating	234,000	Total	4,574,000
Artisan	473,000		

NOTE: Data are an average for 1957–59 of the population that was then economically active.

Source: *Development Plan*, part I, 1962, p. 66.

INDUSTRIAL DEVELOPMENT

Among developing countries, Colombia is well advanced industrially. Industrial growth, which began to gain momentum in the late twenties, led to well-established industries prior to World War II. These included textiles, beverages, foodstuffs, air transport, and building materials. Since that time, industrial growth has accelerated. Colombia now assembles or manufactures the vast majority of its consumer goods from imported materials or intermediate products. See table 2.

Basic iron and steel products are now being produced by the country's steel mill, Acerias Paz del Rio. Metal parts will be forged at a new plant being built at Bucaramanga.

The petroleum industry of Colombia ranks fourth in Latin America. Production amounted to 53.2 million barrels a day in 1961 and output should increase substantially in view of recent new oil field discoveries. A new refinery with a capacity of 40,000 to 50,000 barrels a day will probably be built in 1964. Petrochemical and other chemical production should be expanded in the next few years with the production of polystyrene, polyvinyl chloride, fertilizers, caustic soda, and many other products.

Between 1950 and 1960, total annual growth of industry averaged an estimated 6.8 percent with annual growth rates in key sectors as follows, in percent:

Basic metals	26.3	Paper, pulp, and paper products	12.7
Metalworking industries	13.8	Food products	5.0
Petroleum, coal, and derivatives	13.1	Wood and wood products	6.5
Rubber products	11.3	Chemicals and pharmaceuticals	8.2

[1] Departamento Administrativo Nacional de Estadística in the daily, E Tiempo, Bogotá, June 15, 1963.

[2] Consejo Nacional de Política, Económica y Planeación, Departamento Administrativo de Planeación y Servicios Técnicos, *Colombia, Plan General de Desarrollo Económico y Social*, part I, p. 244, 1962 (hereafter referred to as the *Development Plan*).

HIGH WATER: Pipes conduct Guadalupe Falls to powerhouse.

In spite of industrial growth, coffee and other agricultural activities still contribute close to one-third of the gross domestic product (GDP) but their relative share of GDP is steadily receding (see table 3). Nevertheless, the agricultural sector should expand considerably in the next few years in view of current programs to increase both output and exports of bananas, cotton, tobacco, and sugar.

GOVERNMENT IMPORT POLICIES

Government trade policy is highly protectionistic and aims at substituting domestic products for imports. Licensing restrictions or outright prohibition of certain imports as well as generally high duties and advance import deposits tend to limit imports to those that the Colombian Government considers essential to the development of the Colombian economy (see section, "Import Controls").

Current Colombian Government trade policy also tends to reduce imports from the United States through bilateral coffee compensation agreements with third countries.[3]

To substitute for imports, the Government has encouraged local production through investments by its Industrial Development Institute, which is now a government lending agency. The institute contributed its capital to establish the Acerías Paz del Rio iron and steel plant as well as facilities to produce caustic soda, sulfuric acid, rayon fiber, tires, and other products.

To stimulate the production of local parts and components for certain assembly industries, the Government requires assemblers to incorporate local parts and components to the extent of 70 to 75 percent of the total value of the finished goods.[4] Depending on the industry, these percentage requirements must be met by times varying from the end of 1963 to the end of 1968.

Despite these policies, the volume of imports has risen from $518 million in 1960 to an estimated $555 million in 1963. Imports are expected to reach $620 million in 1964.

---

[3] Compensation is a type of barter defined by Colombian trade officials as trade pursuant to formal agreements between the Colombian Government or semiofficial entities and foreign counterpart groups. Under these agreements, the proceeds of Colombian exports, usually coffee, are used to purchase goods in the country of sale as specified in the compensation agreement. In 1962, Colombian exports under this type of trade were estimated at $25 million. Agreements exist with Denmark, Finland, Spain, Yugoslavia, Czechoslovakia, the Soviet Zone of Germany, Hungary, Poland, Rumania, and the U.S.S.R.

[4] Electric accounting and statistical machines, fluid measuring meters, pens and pencils, automotive vehicles, photograph cameras and projectors, alarm clocks and mechanical and electric wall clocks; electric motors; diesel and stationary combustion engines; elevators; water sprinkling equipment; measuring apparatus and electricity meters; radio transmitters and receivers, and sound amplifiers; electric signaling devices, oil drums, helicopters and gyroscopes, hair dryers, steam generators, radio and television receivers, domestic phonographs, and sound amplifiers; motorcycles, motorbikes, and motorcars; airplanes for agricultural spraying; electric apparatus for shaving and cutting hair; manual and electrical typewriters; heaters, liquefiers, and toasters for domestic use; electric adding machines, calculating machines, and cash registers; locks, vacuum cleaners, waxers, and polishers; domestic sewing machines.

COLOMBIAN METROPOLIS: Medellin has a long industrial tradition that spurs its enterprising businessmen to efficient operations.

ALLIANCE FOR PROGRESS

Colombia may be described as being in the vanguard of the Alliance for Progress. Both the private and the public sectors have given the Alliance considerable support. Some encouraging results were produced in the first 2 years of the program despite difficult economic problems.

In meeting its commitments under the Alliance, Colombia was the first nation to produce a 10-year development plan. Widespread international interest in the plan ensued. By the end of August 1963, members of an international consultative group of industrialized nations had financed projects costing $144 million and were studying additional projects requiring financing of $317 million.

U.S. exporters of machinery and equipment as well as suppliers of technical services have good opportunities to increase their sales whenever they are eligible to participate in these projects. For specific and more detailed information on individual projects, U.S. citizens and firms may wish to contact the agencies in Washington, D.C., mentioned in the sections, Foreign Development Assistance as well as the Bureau of International Commerce, and the Colombian Government agencies in charge of development programs.

Colombia has also taken steps to reform its tax laws and in August 1963 enacted new measures which will provide revenue needed for the Government's investment program. Using proceeds from loan and grant authorizations from abroad totaling $550 million, including about $225 million from the U.S. Government, Colombia is making considerable progress in a number of areas. A total of 30,000 low-cost housing units is being built yearly and 22,000 schoolrooms are to be constructed over the 1962–65 period. Colombian funds as well as a great deal of self-help has gone into these projects. Municipal sewage and sanitary facilities are being constructed or improved. Agrarian reform is being gradually implemented and has resulted so far in the distribution of 301,500 hectares of land to 6,681 families. Electrical-power-generating capacity is being swiftly boosted to meet the demands of the country's dynamic manufacturing industries. To help the private sector, a private investment fund has been established to lend funds for approved industrial projects. In addition, there are programs for industrial education, improvements in agriculture and livestock breeding, reforestation, health, and technical assistance in public administration.

Colombia has also been selected as a pilot country to demonstrate the contribution that private participation can make to economic development. The project, a joint U.S. Department of Commerce/AID effort, pinpoints five industries—metal processing, meatpacking, lumber, and wood products as "ripe" for development. The U.S. investor interested in going into joint ventures with Colombians in these industries and wishing to obtain more information about this project should write to the Office of International Investment Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C., 20230.

DEVELOPMENT PLAN

By announcing a General Plan for Economic and Social Development, Colombia met one of the primary requisites for obtaining aid under the Alliance for Progress. The plan calls for an investment of 70 billion pesos,[5] or $10.4 billion, through the end of the sixties.

The plan contemplates US$980 million in foreign investments during the 1962–65 period, according to the Inter-American Development Bank.[6] This

[5] The official certificate rate when the plan was issued was 6.70 pesos per US$1. This rate in February 1964 was 9 pesos per US$1.

[6] Inter-American Development Bank, Social Progress Trust Fund, *Second Annual Report, 1962*, Washington, D.C., 1963, p. 224.

amounts to 15 percent of total planned investment. The plan calls, between 1962–65, for an annual growth of 5.6 percent in the economy as a whole and of 2.5 percent per capita, according to that bank. In order to achieve these goals, the bank adds, growth per year will need to be as follows, in percent:

Industry	7.6
Construction	10.2
Transport	6.2
Communications	7.4
Electric power generation	13.8

Both imports and exports will have to increase if the plan is to succeed. The plan calls for imports to rise to $675 million by 1965. The Committee of Nine, Alliance for Progress, has projected an even higher figure, $743 million.[7] At the same time, exports are to increase to $609 million according to the plan and to $550 million in the committee's projections.[8] Further comments on Colombia's future imports are found in the section, "Import Projections."

In view of the increasingly significant role that the Colombian Government and its agencies are playing in planning development projects, the Government at all levels should be a significant importer of many types of goods. See Appendix A for list of Government organizations in charge of development programs.

OTHER FACTORS IN IMPORTS

Balance of Payments

Any expansion of Colombia's imports depends on how well Colombia combats its deficits in the balance of payments. Deficits have occurred since 1960 and will probably occur again in 1964. While so-called minor exports, such as bananas, sugar, and tobacco, will probably continue to increase and the chances are good that the Government will continue its conservative fiscal policies, foreign exchange receipts from coffee exports will not be sufficient to give Colombia the capacity to import the volume of goods and services needed for her growing economy. Foreign financial assistance in the form of short- and long-term credits and loans will be required as in the past. The prospects for such assistance are generally good in view of Colombia's ability to impose austerity measures and to carry out stabilization programs with some success.

It is also hoped that the International Coffee Agreement [9] signed by Colombia in 1962 and ratified in 1963 will have a stabilizing effect on coffee prices. In late 1963, there were indications that higher prices for Colombian coffee might provide an additional $50 million in foreign exchange in 1964.

LAFTA

To develop its trade with its Latin American neighbors, Colombia joined the Latin American Free Trade Association (LAFTA) in October 1961.[10] LAFTA member countries intend to eliminate customs duties, quotas, and other restrictions on substantially all intraregional trade by 1972. U.S. exports do not receive these benefits. Although trade with what are now LAFTA countries amounted to only 2 percent of Colombia's total import trade, a steady expansion is expected as trade barriers

[7] Committee of Nine, Alliance for Progress, *Evaluation of the General Economic and Social Development Program of Colombia*, Report presented to the Government of Colombia by the ad hoc committee, July 1962, p. 100.

[8] *Op. cit.*, p. 89.

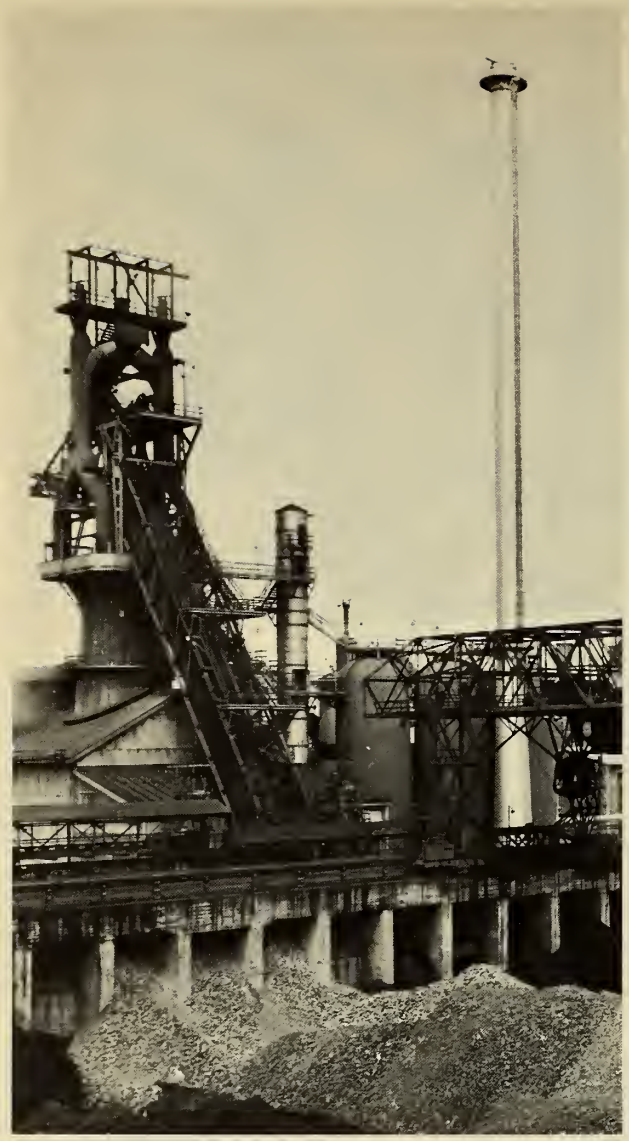
[9] The agreement aims at achieving a reasonable balance between demand and supply, increasing buying power in the coffee-exporting countries, raising coffee consumption, and alleviating hardships caused by surpluses and sharp price fluctuations. These goals are to be achieved partly through self-imposed export restrictions of the producing countries.

[10] Member countries of the Latin American Free Trade Association—LAFTA—are Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, and Uruguay.

CEMENT PLANT KILN: Two of 16 sections of a 450-foot cement plant kiln leave a U.S. steel fabricating plant for Barranquilla.

MILES
0 50 100 150 200
LEGEND
National Capital
Departmental and Territorial Capitals
National Boundaries
Departmental and Territorial Boundaries
Rivers
Mountains
N
CARIBBEAN SEA
PACIFIC OCEAN
PANAMA
VENEZUELA
ECUADOR
PERU
BRAZIL
Santa Marta
Barranquilla
Cartagena
Sierra Nevada de Santa Marta
Río Cesar
Lake Maracaibo
Río Magdalena
Montería
Río Sinú
Río San Jorge
Turbo
Río Atrato
Río Cauca
CORDILLERA OCCIDENTAL
CORDILLERA CENTRAL
CORDILLERA ORIENTAL
Cúcuta
Río Apure
Río Arauca
Bucaramanga
Medellín
Río Cosanare
Quibdó
Tunja
Río Meta
Río Toma
Río Orinoco
Manizales
Pereira
BOGOTA
Ibagué
Río San Juan
Río Vichada
Buenaventura
Villavicencio
Río Guaviare
Cali
Río Inírida
Neiva
Nevado del Huila
Popayán
Tumaco
Pasto
Río Vaupés
Río Igana
Río Caguán
Río Yarí
Río Apaporis
EQUATOR
Río Negro
Río Caquetá
Río Putumayo
Río Napo
Río Amazonas
Leticia
COLOMBIA
PHYSICAL MAP
Boundaries are not necessarily those recognized by the U.S. Government.

Rio Hacha
Santo Marta
BARRANQUILLA
Cienoga
Fundación
CARTAGENA
RIO MAGDALENA
Sinu Valley
Monteria
Turbo
Rio Sinú
RIO CAUCA
Gamarra
CUCUTA
Cochiro
Puerto Wilches
Pomplano
Barranco Bermeja
Lebrija
BUCARAMANGA
Puerta Berrio
MEDELLIN
Guadalupe
Barbosa
Sonson
Puerta Salgar
Sagamoso
La Dorada
Tunja
La Esmeralda
Manizoles
Villapizan
Facatativa
La Insula
Savannah of Bogota and Highland Area
Cortago
Cauca Valley
Armenia
BOGOTA
Ibague
Puerta Lopez
Tolima Area
Buenaventura
Palmira
Pradera
CALI
Calombia
Jomundi
Santander
Anchicaya
Yumbo
Neiva
Popayan
Tumoco
Bucheli
Florencio
Ipiales
APRIL 1963
COLOMBIA
Electric power projects
Railroad project
Highways in Bank Program (including IDA credit)
Principal areas where Bank-financed farm machinery is being used
Other railroads
Other roads
0 50 100 150 200 Km



ACERIAS PAS DEL RIO, S.A.: Steel plant output increases.

come down. Colombia has already granted duty concessions to LAFTA members on about 600 items.

In addition to removal of trade barriers, LAFTA is discussing the establishment of a complementary system under which each member would make those products or parts in which it has a relative cost advantage. The principal items which Colombia hopes to export to LAFTA are textiles, chemicals, and petrochemicals.

With a few exceptions, LAFTA is not expected to change the pattern of U.S. trade with Colombia in the near future. Total imports into Colombia from LAFTA were valued at $12.5 million in 1962.[11]

[11] Source: *Boletín Mensual de Estadística*, Bogotá, April 1963.

Local Manufacturing

Since most consumer goods exports to Colombia have limited prospects, many U.S. firms since World War II have set up businesses to produce these goods in Colombia. Such firms usually receive protection against competing imports through Government import controls.

The trend seems to be toward more joint ventures with Colombians. Licensing arrangements as well as technical assistance contracts have also become popular in recent years.

U.S. private investment is welcomed by the Government and by private interests, especially in those activities which contribute to economic development and do not compete with established local industries. U.S. and other foreign investments are found in virtually all the industrial sectors, and relations with Colombians have been excellent. Confiscatory expropriation has never occurred, and foreign investors are accorded equitable treatment. Basic information on investment in Colombia is found in *Establishing a Business in Colombia*, OBR 63–107, July 1963.

Development Assistance

Foreign financing is considered indispensable for the success of the development plan. Direct foreign investment credits and loans from abroad are projected at an annual average of $200 million over the 1962–65 period. About $47 million a year, partly in direct private foreign investment and partly in loans and credits, is to go to the private sector, which is to account for over two-thirds of total domestic investment through 1965. Loan and grant authorizations from abroad already totaled $550 million for the period June 30, 1961, to June 30, 1963. Of this total, more than $225 million was committed by the U.S. Government.

Agency For International Development.—The Agency for International Development (AID) has authority to make dollar loans to private as well as public enterprise, both United States and foreign. It is AID policy to make dollar loans only for those projects for which adequate financing from other free-world sources is not available on reasonable terms. Proceeds of these loans are used to purchase equipment and services from U.S. suppliers.

Under a new program of encouraging feasibility studies to identify specific investment opportunities, AID may pay up to 50 percent of the cost of surveys.

Inquiries regarding AID loan facilities as well as the feasibility study program should be addressed to Office of Development Finance and Private Enterprise, AID, Washington, D.C., 20523.

World Bank.—The International Bank for Reconstruction and Development of Washington, D.C (The World Bank), continues its close relations with Colombia. The bank has now established a resident mission in Colombia to advise on the development program and to help in the coordination of external financial assistance.

The bank's current projects in Colombia include a study of coal resources in the Cauca Valley; the development of electric power in the cities of Cali, Bogota, Manizales, and Medellin; rehabilitation of railroad equipment; highway construction and maintenance; and a loan to the nation's steel plant for expansion and diversification of steel products. Colombia calls for international bidding when making purchases for these projects. The Bank was also instrumental in organizing a consultative group of 12 nations to provide coordination of external assistance for Colombia's economic development program.

Inter-American Development Bank.—The Inter-American Development Bank, Washington, D.C., also has several current projects in Colombia. These include loans for studies of the Sinú River watershed; specialized studies of economic development projects; home construction; water supply in Cartagena, Medellín, and Cali; and both water supply and sewerage in Cúcuta plus more than 300 other places in Colombia; development of small- and medium-sized industries; a woodpulp mill near Cali; a caustic soda plant near Cartagena; and development of port facilities at Buenaventura and perhaps at other major ports.

Still other projects of a kind similar to the current ones may also be generated by the Bank.

U.S. suppliers as well as other suppliers are eligible to bid on these projects.

Export-Import Bank.—The Export-Import Bank of Washington has already contributed to the development of Colombia through loans to public and private entities. Its latest project loan is for $2.5 million and was extended to the Caja de Credito Agrario for the financing of agricultural machinery imports.

International Consultative Group.—In January 1963, an international consultative group of governments and international lending agencies met at the World Bank to consider the possibility of multilateral financing of some 34 Colombian public and private projects requiring $461 million.[12] Some funds have already been committed and all of the $461 million are to be committed by June 1964. About 70 percent of this amount is to go to finance public projects in the fields of electric power generation, telecommunications, housing, transportation, agriculture, water and sewage, education, and industry; the remainder is to be used to expand steel production and to provide funds for Colombian financial institutions for relending and investment.

[12] Members of the group of governments are Austria, Belgium, Luxembourg, Canada, Denmark, France, the Federal Republic of Germany, Italy, Japan, the Netherlands, Switzerland, the United Kingdom, and the United States. The international lending agencies are the World Bank, the International Monetary Fund, and the Inter-American Development Bank.

REEL ON WHEELS: Forklift moves reels at Barranquilla.

CHAPTER II

Goods and Services

BAGASSE PAPER: PROPAL paper plant at Cali produces kraft paper and several lightweight papers from a residue of sugarcane.

Colombia is primarily a market for intermediate and captial goods. The market for these goods will increase. Some consumer goods are imported, but their share in total imports has shown a declining trend because of increased domestic manufacturing and import restrictions. See table 4, showing imports by economic class. The goods included in these classes are those designated in the Colombian classification.

U.S. exports to Colombia by commodity groups and principal commodities are presented in table 5, while tables 6 and 7 give the U.S. share of principal Colombian imports of semimanufactures, manufactures, and capital goods.

INTERMEDIATE GOODS

More than half the total value of Colombia's imports is estimated to be allocated to intermediate goods, according to the sample of imports reported in table 4.

The class called intermediate goods in Colombian data includes primary agricultural goods and both semifinished and finished manufactures.

Primary Agricultural Goods

The main primary agricultural products imported from the United States are hops for the brewery industry, soybean oil for the food industry, and wheat to supplement inadequate local production.

Imports from other countries include cacao from Ecuador and Costa Rica for the well-developed chocolate industry; natural rubber from Malaya and Indonesia for the manufacture of tires, footwear, and commercial and industrial hose; and copra from the Philippines for vegetable oil.

Semifinished and Finished Goods

A wide variety of semifinished and finished products must be imported, primarily for Colombia's growing manufacturing industries. See table 6 for the U.S. share of principal items.

In 1961, U.S. firms supplied 80 percent or more of total Colombian imports of the following: carbon black, auto bodies, automobile parts and components, cellulose derivatives, tire cord, lubricating

CONSUMER GOODS. *The Colombian Government has announced that it will allow imports of passenger automobiles and trucks in 1964.*

PRODUCTIVITY: Mechanization requires additional machines.

oils, airplane parts, tractor parts, synthetic rubber, denatured tallow, seamless iron, and steel tubes.

At the same time, U.S. exporters filled 70 to 80 percent of all Colombian import requirements for antibiotics, chemicals for making disinfectants, refrigeration equipment and parts, and aluminum ingots and billets.

Increasing price competition from European and Japanese suppliers is in evidence. These countries were principal suppliers of such items as galvanized iron or steel sheets, and hot-rolled sheet of ⅛-inch thickness and 2 to 24 inches in width (Japan); oil and gas pipes and other pipes up to a diameter of 6 inches processed for fittings only (France); tubes and pipes, varnished, enameled, or with other protective coating (United Kingdom); certain types of heavy electrical apparatus and polyvinyl derivatives (the Federal Republic of Germany).

CAPITAL GOODS

One-third of the total value of Colombia's imports is represented by capital goods. See table 4. Capital imports will have to about double in the coming years if Colombia is going to carry out many of its projects under the Development Plan. The United States remains the principal supplier for many types of capital goods. In 1961, U.S. exporters had 80 percent or more of the market for such major imports as electric ignition equipment for internal combustion engines, heating and cooling equipment, airplanes including helicopters, earth-moving and excavating equipment, electric and diesel locomotives, pumps, trucks and station wagons, bus and truck chassis, and nonagricultural tractors.

Furthermore, the United States supplied 70 to 80 percent of the apparatus needed for the new petrochemical industry—compressors, tractors, and machinery for making paper, pulp, and cardboard. See table 7 for imports of principal capital goods and U.S. shares.

European and Japanese exporters are also giving strong competition in many types of capital goods. For example, looms and spinning machines have been imported in large amounts from Belgium and Switzerland, respectively. Sweden is by far the largest supplier of telephone apparatus. In addition, metalworking machine tools are imported from many European countries. Other types of capital goods imported more often than not from U.S. competitors are hoists and conveyors, milk pasteurization equipment, steam boilers, industrial furnaces, and electric transformers.

CONSUMER GOODS

Consumer goods face only very limited sales possibilities in Colombia. Most consumer goods sold are produced locally and imports are prohibited entry.

The decline in value of consumer goods imported by Colombia shows up in the sample presented in table 4. The value of consumer goods is estimated at less than one-tenth total value of imports.

Among nondurable goods imported by Colombia are disinfectants, insecticides, cigarettes, and antibiotics. See table 8. These goods accounted for $9 million of the $14.2 million worth of selected nondurables imported in 1962.[1]

[1] *Boletín Mensual de Estadístic Bogotá, April 1963.*

THE U.S. EMBASSY AT BOGOTA REPORTS THAT THESE 25 PRODUCTS OFFER THE BEST POSSIBILITIES FOR U.S. EXPORTS TO COLOMBIA

- Chassis, bus
- Equipment, dental
- Fertilizers, chemical
- Fibers, synthetic
- Generators, electrical
- Insecticides
- Iron and steel pipes, tubes, and tubing
- Locomotives and equipment
- Machinery, agricultural
- Machinery, roadbuilding
- Motors, internal combustion
- Oil, lubricating
- Oil, soybean
- Pumps
- Repair parts for tractors, trucks, and cars
- Sheets, cold-rolled, iron or steel
- Sheets, hot-rolled, iron or steel
- Supplies, hospital
- Synthetic rubber
- Tinplate
- Tools, machine and metal-working equipment
- Tractors
- Trucks
- Wheat
- Wool tops

Durable consumer goods are being produced in increasing quantity and variety owing to the exclusion or restriction of imports that compete with domestic manufactures. An estimated 50-percent decline from 1961 to 1962 in value of durable consumer goods resulted primarily from a prohibition on imports of automobiles for private use. See table 9.

IMPORTS, PROJECTIONS

Projections for 1963–65 on the market in Colombia indicate that imports will tend to increase in value and that the demand for the present groups of goods will continue. See table 10. In those projections, the percentage of total imports allocated to capital goods is increasing. Projections on the value of imports of manufactured products also indicate increases. See table 11.

Imports of automobile passenger cars are projected to rise to an estimated $11 million in 1964, as compared to the $3.5 million in 1962 imported under special permission of the Government.

Substantial increases are also called for in imports of other transportation equipment, agricultural machinery, certain types of metal machinery, chemicals, petroleum derivatives, and newsprint.

U.S. GOODS SOLD

Imports of goods from the United States were valued at $283 million, c.i.f., or 52 percent of the Colombian import market in 1962. Only three South American countries imported more from the United States. See the chart, "Value of Imports by Country of Origin, 1962." However, the U.S. share of total Colombian imports in 1958 was valued at $218 million and came to 64 percent.

European suppliers are making inroads into this traditionally U.S. market. In 1962, they provided 35 percent of total imports as against 22 percent in 1952. Yet, no single country has a share anywhere close to that of the United States, the principal supplier. The Federal Republic of Germany with 10 percent, the United Kingdom with 6 percent, and three other countries—Italy, Canada, and Japan—each with 3 percent are the other principal suppliers, followed closely by France, Switzerland, and the Netherlands.

U.S. PROFESSIONAL SERVICES

U.S. firms which provide technical, engineering, and other professional services face excellent opportunities today and in the future for increasing their business in Colombia. Strong emphasis is being given by the Colombian Government to the development of electric power generation facilities, telecommunications, health and sanitary facilities, transportation, and agriculture.

U.S. firms that wish to contract for engineering, architectural, and management services overseas, including Colombia, are listed, on request, by (1) the Agency for International Development—AID, (2) the International Bank for Reconstruction and Development—World Bank, and (3) the Inter-American Development Bank, all in Washington, D.C.

The list of contracting firms maintained by AID contains names of U.S. firms, while the lists maintained by the two banks include U.S. firms among worldwide contracting firms. The AID list also includes names of U.S. firms that are construction contractors as well as of U.S. educational institutions. The list kept by the Inter-American Development Bank contains names of worldwide contracting firms in any field related to economic development.

Among the U.S. firms now practicing their professions in Colombia are those on these several lists. Some of these firms are also engaged in feasibility studies.

Choice of a contracting firm is made by the country receiving a bank or AID loan. A list of Colombian Government development agencies appears in appendix A. Ratification or approval of the choice is given by the banks and by AID.

READYING SALT FOR SHIPMENT: Materials-handling equipment needed for operations like this is high on Colombia's import list.

CHAPTER III

Market Analysis

A brief analysis follows of the present market in Colombia for some commodities. This analysis is not to be considered exhaustive nor all-inclusive.

Trade promotion in Colombia, as in most countries, is primarily based on knowledge of local conditions. A preliminary, on-the-scene investigation of the feasibility of doing business in the market is desirable wherever possible.

Information on duty rates, import restrictions, and other regulations affecting imports into Colombia may be obtained free of charge from the American Republics Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C., 20230. Detailed reports on specific commodities, whenever available, will also be forwarded upon request.

AGRICULTURAL PRODUCTS

Agricultural products are imported by Colombia only when domestic supplies are considered insufficient or when the Government considers domestic prices unreasonable.

Colombia does import, however, substantial quantities of agricultural commodities, such as wheat,

malt, barley, fallow, copra, vegetable oils, hops, cacao, and wool. Breeding and beef cattle and breeding stock for poultry are also imported. Total agricultural imports in 1963 were expected to reach about $39 million. Imports in 1964 will probably be at approximately the same level, mainly because of increased wheat imports. Most agricultural commodities are imported by a semiautonomous Government agency, Instituto Nacional de Abastecimientos, Bogota, which invites bids to supply a wide range of commodities. Agricultural imports from the United States, which account for about 70 percent of total agricultural imports, are noted in table 12.

Imports of wheat in 1963 were estimated at 100,000 metric tons, of which the United States supplied 86 percent. Since low yields caused by poor weather conditions resulted in low production in 1963, there will be a significant demand for imported wheat in the first half of 1964. Preliminary estimates place imports of wheat in 1964 at 170,000 metric tons.

Imports of barley will be substantially lower in 1964 than the estimated 26,000 metric tons imported in 1963. Barley is now grown locally, largely through the efforts of the brewery industry.

Tallow is imported from the United States for use in soap manufacture. Requirements for soap manufacture have been increasing largely due to the sanitation programs of the Ministry of Health. Between 1958 and 1962, imports of tallow increased from 4,500 metric tons to 13,500 metric tons. In 1964, an estimated 15,000 metric tons of tallow may be imported.

MARKETING TIPS

1. Offer flexible credit terms. Consider possibility of deferred payment terms on sales of capital equipment.
2. Adapt your product to the needs of the market.
3. Establish strong local agent representation and keep in close touch with him by frequent visits.
4. Supply your agent with well-written brochures, other sales literature, and price data.
5. Use Spanish language in advertising literature and in correspondence.
6. Familiarize yourself with the customs and traditions of the market.
7. Avail yourself of the services offered by the U.S. Department of Commerce. Sales leads in Colombia are published in INTERNATIONAL COMMERCE.

OIL TO REFINE: New $50 million oil refinery to be built.

Although imports of meat and meat preparations are prohibited, Colombia does buy breeding and beef cattle from both the United States and the United Kingdom.

Strong demand has been evident recently for baby chicks for improvement of domestic stock. In 1962, a total of 187,606 baby chicks worth $85,095 were imported from the United States.

Imports of hops in 1962 were valued at $981,000, and the United States supplied about 90 percent of that amount. Although research is being done in the local production of hops, no local production of significance is anticipated for a number of years.

Corn and rice have also been imported recently by Colombia because of insufficient domestic supplies. Expansion of the feed industry and the production of corn flakes accounted for imports of corn in 1961. Rice has been imported from the United States usually as milled rice but also as paddy rice.

Imports of edible oils were estimated at 31,900 metric tons in 1963. Imports of this item in 1964 will depend on whether a Public Law 480 agreement is signed with the Colombian Government. It is estimated Colombia will need 28,000 metric tons of edible oils in 1964. Greater oleaginous seed production and large stocks of oils has caused some reduction in imports.

Cacao is imported in large quantities—in raw form from Costa Rica and Ecuador and in powdered form from the United States.

Powdered milk and related products continue to be popular in Colombia and have been imported in recent years primarily under the Public Law 480 program. Butter and cheese are not usually imported except for noncommercial purposes. Hatching eggs may be imported, but since the poultry industry is located around Bogotá where the altitude is 8,000 to 9,000 feet, supplementary oxygen for hatching is required. Furthermore, customs duties on hatching eggs are high compared with those on baby chicks.

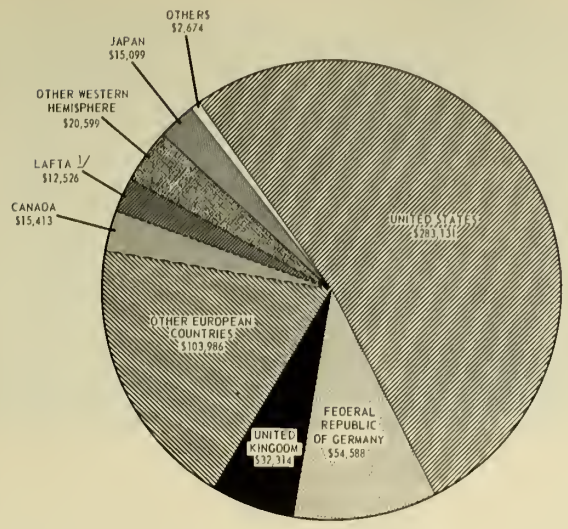
BEVERAGES AND SPIRITS

With the exception of beer and wines, all alcoholic beverages made in Colombia are produced in distilleries owned or controlled by the various Departments, i.e., political subdivisions. In addition to making rum from local sugarcane, these distilleries turn out gin, vodka, Scotch-type whisky, and brandy. Some of these spirits are produced under licensing agreements with foreign manufacturers. Whisky, which is consumed by the upper income groups, is the

BOGOTÁ: Colombia's capital, chief financial center, and single largest market. Many important firms' head offices are in Bogotá.

VALUE OF IMPORTS, BY COUNTRY OF ORIGIN, 1962

(THOUSANDS OF U S DOLLARS, C.I.F.)



1/ Latin American Free Trade Association member countries are Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, and Uruguay

SOURCE: Boletín Mensual de Estadística, March 1963

principal alcoholic beverage imported, and the United Kingdom is the main supplier.

Colombia's beer industry has been well established for over half a century. Colombia is self-sufficient in beer. The Consorcio de Cervecería Bavaria, which is the second largest private firm in Colombia in terms of capital assets, accounts for 70 percent of all beer output. Very little beer is imported.

Soft drinks are produced in sufficient quantities to meet local demand.

One-fourth of all raw materials and intermediate goods used in the beverage industries must be imported. Most important of these is hops. The soft drink industries are dependent on imports for citric acid, essences, and concentrates. Cork for metal caps is also imported.

CIGARETTES AND TOBACCO

Leaf tobacco production in 1963 was estimated at 39.4 metric tons and consisted of dark air cured, light air cured, and cigar tobacco. Imports of leaf tobacco are not prohibited, but high duties limit those imports to fine grade wrapper for use in the manufacture of top grade cigars.

Cigarettes worth $1,018,000 were imported from the United States in 1962 under Public Law 480. The value of these imports will decline substantially in the absence of a Public Law 480 agreement and with continued increase in domestic production of tobacco.

FOOD PROCESSING

A fourth of the raw materials and intermediate goods used by the food-processing industry must be imported. These imports include wheat, cacao, copra, hydrogenated oils, cellulose, and tinplate for metal containers.

There is wide interest in Colombia in U.S. canning equipment as well as technical assistance.

Colombians are eager to expand their chicken farms and to acquire U.S. know-how on feed formulation.

The fishing industry is expanding, and there is interest in the Atlantic coast cities in fish-canning, refrigeration, and freezing equipment.

CHEMICALS AND PHARMACEUTICALS

The Colombian chemical industry has grown very substantially in recent years. It has required an ever-increasing volume of imports. Imports of chemicals and chemical products rose from $77 million in 1958 to $100 million in 1962.

Among the more important imports of chemicals and chemical products are chemical fertilizers, agricultural chemicals, artificial resins, synthetic rubber, paraffin, pharmaceutical chemicals, caustic soda, organic products, titanium white, viscose, disinfectant and insecticide preparations, cellulose in powder form, lampblack and other mineral and vegetable blacks, unprocessed, and calcium carbide. Large amounts of animal and vegetable fats are imported for chemical processing. Detailed statistics on the composition and value of principal chemicals and pharmaceuticals imports as well as Development Plan projections of production and imports of these goods are found in tables 13, 14, and 15.

The most important chemical products made in Colombia are pharmaceuticals, soap, candles, waxes and polishes; basic chemicals, including fertilizers; paints and dyes; matches; industrial gases; waterproofing materials; adhesives, and protective coating mordants; and inedible animal ad vnegetable oils and fats.

TEXTILE MILL INTERIOR: The United States has supplied much of Colombia's requirements for textile machinery and equipment.

Among the more important inorganic industrial chemicals being produced in Colombia are soda, alkalies, chlorine, sulfuric acid, phosphoric acid 50 percent, ammonia, nitric acid, urea, ammonium nitrate, superphosphate, aluminum sulfate, sodium silicate, oxygen, and hydrogen peroxide.

Among the organic chemicals produced locally are benzols, aromatic solvents, naphthalene, acetylene, formaldehyde, and glycerin. In addition, alkyd resins, phenolicresins, and polyvinyl acetate are now being produced in Colombia. Nylon, rayon, acetate fibers, and cellophane are also manufactured locally, all from imported pulps and stocks. Production of herbicides and the mixing of insecticides has also begun.

Almost all companies import most of their raw materials. For example, the formaldehyde plants are dependent on imported methyl alcohol, the fertilizer mixers on imported phosphoric and potassium products, and the soap manufacturers on imported animal and vegetable fats. The manufacturers of plastics, chemical fibers, insecticides, detergents, and pharmaceuticals import almost all of their raw material.

One of the most notable advances made in recent years in the chemical industry occurred in early 1963 when two fertilizer plants went into operation. At Barrancabermeja, the Industria Colombiana de Fertilizantes, a Colombian company owned largely by several semiautonomous governmental agencies, began production of ammonium nitrate, urea, and mixed fertilizer. At about the same time, Amoniaco del Caribe, S.A., Cartagena, started production of nitric acid and ammonia. An adjacent company, Abonos Colombianos (ABOCOL), is utilizing most of the ammonia to produce ureas and mixed or complex fertilizers. It is understood, however, that production from the two fertilizer complexes will not be sufficient at least in 1964 to meet local demand and that substantial imports will be required.

Petrochemical production will be stepped up as the Empresa Colombiana de Petroleos, the Government-owned petroleum company, undertakes the production of ethylene. Production of 17½ million pounds annually is to begin in 1965, and the company is currently looking for a partner to produce polyethylene.

Dow Chemical Co. has decided to set up a plant to make polystyrene from imported sytrene. Another American company is considering production of urea resins and melamine.

In other 1963 developments, two Colombian companies will import equipment to make polyvinyl chloride (PVC) while another plans to make this product by polymerizing the imported raw materials. Carbon black is to be produced near Cartagena by an American firm. Sodium hydrosulfate, sodium sulfate, sodium bisulfate, and zinc oxide are to be manufactured by Química Sudamericana of Manizales. The Bank of the Republic has received a loan of $12 million from the Inter-American Development Bank to set up a new soda plant near Cartagena; production is scheduled to supplant all imports of caustic soda and sodium carbonate. Sulfácidos of Medellín is presently completing in Barrancabermeja a plant to mix chemical fertilizers; imported phosphorus and potassium will be mixed with 12,000 tons of nitrogen to produce 120,000 to 140,000 tons annually of complex fertilizer. ABOCOL plans to erect a new plant near Cartagena to produce phos-

phoric acid while Compania Química Industrial of Cali planned production of phosphoric acid in 85-percent concentration. Both Sulfácidos and Celanese Colombiana plan large increases in their output of sulfuric acid; the former will utilize the largest part of its expanded output to produce much greater quantities of superphosphate 50–50.

A new company, Sucroquímica, at Cali, may produce organic acids and other chemicals from sugar products.

Pharmaceutical enterprises produce 40 percent of total chemical output. Many of the largest plants are subsidiaries of or have licensing arrangements with U.S. or other foreign companies. Practically all raw materials are imported to be mixed or packaged for distribution.

The Development Plan calls for investment of $104.3 million in the chemical industry during 1961–70. However, because of shortage of technical staff and resources, the Government has not been able to plan adequately for the development of the industry. Rather than guide private industry, the Government is to direct the growth of the chemical industry through direct participation in investment.

TEXTILES

Colombia, which has one of the most advanced textile industries in Latin America, is largely self-sufficient in textiles. The firm Cía. Colombiana de Tejidos (Coltejer) of Medellin is the largest producer of cotton textiles in Latin America and one of the largest in the world.

Wool and wool tops are mostly imported from France, the United Kingdom, Japan, Argentina, and Uruguay.

Nylon yarn is produced but also imported. Imports of nylon yarn were worth $356,000 in 1962, and the United States was the main supplier.

Imports of practically all wearing apparel are prohibited except for sales to merchants at the free port of San Andrés.

Colombia will probably become one of Latin America's principal purchasers of textile machinery and equipment over the remainder of the sixties. One firm's requirements of plain looms are reported at 10,000 and of box looms at 4,000. In addition, this company is replacing 300,000 existing spindles while adding 500,000 new ones.

Much of the textile machinery and equipment is of U.S. origin and may continue to be so if price and finance charges remain competitive.

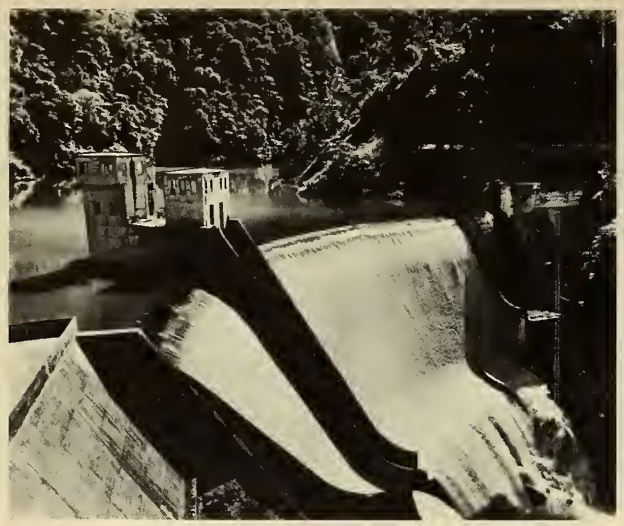
MINERALS AND PETROLEUM PRODUCTS

Minerals and mineral products imported from the United States include bentonite, kaolin, certain abrasives, mica, gypsum, refractory brick, and luminous cement.

Self-sufficient in most petroleum products, Colombia now expects to import less lubricating oil. Paraffin wax is imported in large quantities from the United States as well as from the Federal Republic of Germany, the Soviet Zone of Germany, and Indonesia. The main source of diesel fuel and aviation gasoline is the Netherlands West Indies.

Refining capacity must be increased if demand for petroleum products, which is growing at 9 percent annually, is to be met. The Empresa Colombiana de Petroleos and a foreign petroleum company may jointly establish a new $50 million refinery near Bogotá. Machinery and equipment worth an estimated $1 million are to be imported.

PETROLEUM REFINERY AT BARRANCA: Colombia's refining capacity must be increased to meet rising demand for petroleum products.



STRENGTH IN MOUNTAINS: Falling water makes electricity.

BASIC METAL PRODUCTS

The demand for metal products far exceeds supply, and substantial quantities of imports will be necessary to meet rising demand. By 1965, requirements for bars, structurals, rails, wire, and plates should total 415,000 metric tons; by 1970, 514,000 metric tons; and by 1975, 643,000 metric tons.

In 1962, production of steel products—rails, structurals, bars, rods, and wire—totaled 150,000 metric tons, of which 126,700 were produced at the nation's main steel plant, Acerías Paz del Río, S.A. The plant received a $30 million loan from the World Bank in June 1963 to boost annual production to 220,000 metric tons by 1968. This will include 67,000 metric tons of flat products not now produced in Colombia. However, local production will still fall short of total demand and a sizable market will continue to exist in this field.

The quantity of imports of steel products, 1959–60, is reported in table 16.

Iron and steel sheets worth $16.4 million were imported in 1962. This included $5.7 million worth of tinplate. The United States was the principal supplier, but European countries have become increasingly competitive. Iron and steel pipes and tubes of various types and forms were also imported.

The steel industry obtains some of its raw materials locally but must import others, such as calcined dolomite, ferromanganese, and magnesite bricks.

Plans were recently announced by a group of Colombian and foreign investors to establish a steel-plate mill at Barranquilla. Ores and scrap would be imported from foreign sources rather than mined from domestic deposits. Production of steel and tinplate would begin in 1966 if a loan can be obtained.

A new forging plant is being built at Bucaramanga, financed by joint United States-Colombian-German capital. It is anticipated that within 3 years this mill will supply practically the entire need of Colombia in pieces from 5 to 50 kilograms. Forgings outside these limits will need to be imported.

Two aluminum companies are processing imported aluminum ingots. Two-thirds of aluminum imports come from the United States in the form of unwrought aluminum or aluminum in bars, wire, plates, sheets, foil, tubes, and pipes.

MANUFACTURED METAL PRODUCTS

A wide variety of manufactured metal products must be imported. Demand should continue to increase in such areas as transportation equipment, electric power generation equipment, telecommunications equipment, agricultural machinery, and perhaps equipment for sawmills and plywood mills. Machine tools and many other types of tools are also in great demand and must be imported. Metallic structures, such as bridges, hangars, tanks, small boats, tubing, sewers, and drains, are manufactured in Colombia but production does not satisfy local requirements.

Greater self-sufficiency is evident in electrical household appliances and radio receivers. Refrigerators, air conditioners, vacuum cleaners, dryers, electric ranges, lamps, and light bulbs are being assembled or manufactured. Other electric products being made in Colombia are distribution transformers, insulated wire, automobile batteries, metal fixtures, and fluorescent lights. Nonelectric metal products apparently manufactured in sufficient quantities include steel and aluminum furniture, simple agricultural processing machinery, bicycles, razor blades, plumbing accessories, metal containers, and nails.

One aluminum company, Reynolds International, operates at Barranquilla a rolling mill and extrusion plant that makes aluminum siding, extrusions for window frames, sheets, and aluminum foil. Aluminio Alcan de Colombia, at Cali, a subsidiary of Aluminium, Ltd., of Canada, is producing construction materials, such as aluminum wire, conduits, pipe, and both corrugated and plain aluminum sheet.

Transportation Equipment

There is a very large unfilled demand for all types of transportation equipment. Imports are projected at $81.8 million in 1964. See tables 11 and 17 for projections and past imports, respectively.

The Colombian National Railroads, which received a loan of $30 million from the World Bank in mid-1963, is using the proceeds to purchase 1,150 new freight cars; 37 diesel locomotives; components of another 200 freight cars; spare parts for the diesels; rails and accessories for renewal of 130 miles of track of former regional roads; steel for bridges; and other railroad material.

Automotive vehicles of all types must be imported. Imports of vehicles are projected to be liberalized in 1964, if suppliers grant credits of at least 5 years for trucks and buses and 7 years for passenger cars. Colombia projects imports worth $11 million in 1964.

Nearly 100 percent of the aircraft used in Colombia are of U.S. manufacture. Imports amounted to $1.9 million in 1962. Aircraft are used by 6 regularly scheduled commercial lines, by 20 non-scheduled lines, by about 12 business firms for carrying personnel and cargo, and by various agricultural firms and associations. Aircraft are also used in crop dusting, aerial surveying, and mapping.

Except for small coastal and river patrol vessels that are produced in Colombia, oceangoing vessels, such as those used by Colombia's merchant marine, the Flota Grancolombiana, must be purchased abroad. The United States is the main source for parts and components.

With the discovery of new oil and gas deposits, more pipelines to transport these commodities are to be constructed. Currently, a pipeline of more than 300 miles is planned to link the Rio Zulia concession with the port of Santa Marta. The city of Bucaramanga also has plans for the laying of gas and oil pipelines between that city and Barrancabermeja.

Electrical Power Equipment

Development of electric power is one of Colombia's main objectives under its Development Plan. Many new electric power projects are being studied or are being undertaken. See tables 18, 19, and 20 for further details. Present installed generating capacity of approximately 1 million kw. is to increase to 1,700,000 kw. by 1965 and to 3 million kw. by 1970

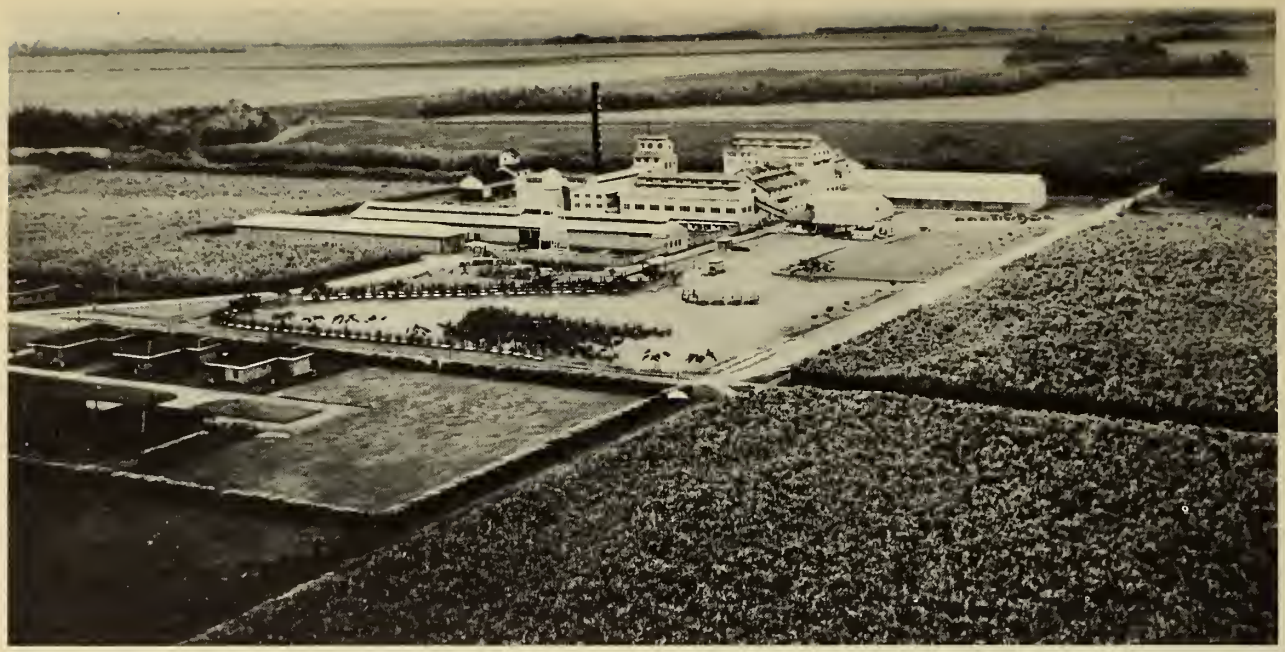
The electrical generation and distribution system of Colombia includes several major entities. Overall responsibility for planning and general coordination is the responsibility of the Instituto de Aprovechamiento de Aguas y Fomento Eléctrico—Electroaguas, a Government agency. Master plans are prepared by Electroaguas covering generation, distribution, financing, and hydraulic resources.

In addition to the operating units of Electroaguas, there are three independent, public, regional operating companies. These are Empresas Publicas de Medellín, Empresas de Energía Electricidad de Bogotá, and Corporacion Autónoma Regional de Cauca at Cali. Municipal power companies are publicly owned and most of them are affiliated with or subsidiaries of Electroaguas.

Telecommunications Equipment

U.S. manufacturers of telecommunications equipment face strong competition in Colombia. The major contracts signed by Government entities in the past have been for Swedish and German equipment. Nevertheless, it is believed that U.S. producers could compete successfully for telecommunications projects and equipment orders in Colombia. To achieve success, however, U.S. firms must expect to assign a sufficient number of engineers well trained in their individual products to assist Colombian officials in finding solutions to the

CEMENT PLANT, BOGOTÁ: Industry develops at Capital city.



SUGAR PLANT: A number of tractors and other equipment will be needed for the Cauca Valley program to increase sugar output.

country's telecommunications problems. Immediate profits may not result from this approach, but long-range results are almost certain when confidence has been built.

At present, the Empresa Nacional de Telecomunicaciónes (ENT) plans partial development of the National and Departmental inner connection systems together with the growth of urban and rural telephone systems. These plans will require a foreign loan of $75 million and 10 million pesos from local resources. If these funds are received, they will be used to pay for microwave surveys, installation work, construction, and freight and insurance costs.

The municipal telephone companies of Bogotá, Medellín, and Cali also have expansion plans.

Although ENT employs on a full-time basis a team of English telecommunications consultants, Colombian authorities have expressed interest in receiving technical assistance from U.S. firms.

Agricultural Machinery

Tractors and their complementary implements have the best sales opportunities. Other prospects among agricultural machines are combines, haying machines, mechanical pickers, sprayers and dusters, dairy equipment, and poultry equipment.

U.S. machinery accounts for 60 percent of total imports, or about $17 million annually. However, price competition from Great Britain is intensifying and has already caused a shift in imports of light and medium tractors. Tractors are to be imported at the rate of 6,000 a year by 1971, or 3 times present annual needs, according to the Federación Metalúrgica Colombiana—Trade Association of Metal Fabricators. In addition, replacement needs for tractors will be substantial.

While the normal trend of the Colombian market would appear to be toward larger, more efficient agricultural equipment for use in the larger, more economical farming operations, the present agrarian reform may modify this trend somewhat. In addition, the Caja de Crédito Agrario, a Government-owned bank making loans and selling equipment to farmers, apparently prefers to buy and distribute smaller, less expensive equipment for reasons of economy. Since the Caja controls a substantial portion of the market for farm equipment, its preferences are bound to affect the market. In addition to the Caja, the principal users of agricultural machinery are the growers of sugar, rice, and cotton.

One of the most promising areas for future sales appears to be the Cauca Valley where a vast program to increase sugar output is planned. Substantial numbers of tractors and other equipment will be needed.

Lumber Mill Equipment

Increasing interest is being shown by investors in developing Colombia's timber resources. If the

timber should find additional use, new sawmills and plywood mills will be required.

The wood processing and furniture industries are relatively well developed. There are over 900 firms employing about 11,000 workers. The products are furniture, boxes and crates, doors and windows, flooring and molding, plywood and other construction materials, and toys. Thus, these items are not ordinarily imported.

PULP AND PAPER PRODUCTS

Colombia depends on imported pulp. Imports amounted to 48,000 short tons in 1961.[1] The principal sources of supply are Canada, the United States, and Scandinavia.

To develop local pulp production, the Industrial Development Institute together with private interests is now making pulp from tropical hardwoods. This pulp can, however, be used only in mixtures with imported long fiber pulp. A plant located at Yumbo, Valle del Cauca, is now in operation and is supplying the papermaking firms in that vicinity with kraft paper pulp. If the country should need extra capacity for making kraft and cardboard, an integrated pulp and paper plant will be established at Barrancabermeja using woods from the forests of Rio Opon. Nevertheless, imports of pulp will still be required and are projected at 27,300 metric tons for 1964.[2]

It is estimated that the demand for printing and writing papers in Colombia will increase from 18,800 metric tons in 1960 to 54,200 metric tons by 1970.[3] Productores de Papel, S. A.,—PROPAL [4], which went into operation in 1961, is to meet most of this demand. If it does, Colombia's development plan calls for imports of only 3,600 metric tons of printing, writing, and various types of fine and specialty papers in 1964 compared to 18,800 metric tons in 1960.

The demand for other types of paper and paperboard is estimated to rise from 72,400 metric tons in 1960 to 92,200 metric tons in 1964 and to 141,600 metric tons by 1970. Imports of 2,000 metric tons per year are planned through the remainder of the decade, a considerable decline from 1960 when 17,100 metric tons were imported.

Although there is an increasing demand for both domestic and imported paper of all grades, especially printing paper, fine and tissue papers, import licensing restrictions and customs duties ranging from 15 centavos to 2 pesos per gross kilogram plus 20 to 50 percent ad valorem tend to make the importation of certain grades of paper into Colombia very difficult.

The principal sources of foreign supply of paper except newsprint are Sweden, Finland, United States, Norway, and Canada. The reasons for such preference appear to be prices, delivery time, and quality. Although the price of paper imported from European countries is lower than that of paper imported from the United States, the quality of American paper is considered to be superior and is generally preferred.

BUILDING MATERIALS

The rapid increase in construction of new housing that is both publicly and privately sponsored has put a heavy strain upon the building supply industry.

[1] United States Pulp Producers Association, 122 East 42d St., New York, N.Y.

CAPITAL'S NEEDS: Bogotá imports U.S. goods and services.

[2] *Development Plan*, part 1, 1962, p. 240.

[3] Advisory Group of the UNESCO Economic Commission for Latin America in Colombia, *Plan General de Desarrollo Económico y Social*, p. 235.

[4] This company also produces bleached and unbleached light sulfites; another company, Cartón de Colombia, produces kraft paper, paper bags, and cardboard boxes.

1,329,230 PERSONS: Bogotá, Federal District, Columbia.

Although construction materials are generally not imported, some imports may be required if local suppliers cannot increase their production to meet higher demand. Shortages in the production of cement, gravel, and brick are occurring in various localities, and demand exceeds supply for asphalt and clay pipes as well as for a variety of building materials.

GLASS PRODUCTS

Cristallería Peldar, S.A., and Owens Illinois International, S.A., merged early in 1963. They account for most of the glass products manufactured in Colombia. These products include glass containers and bottles, glass tableware, simple plate products, and window glass. Glass for light bulbs is now made by Phillips de Colombia, S.A., at Barranquilla.

Glass construction blocks, fiber glass for the automobile industry, and opal glass tableware are among the latest products that may soon be manufactured in Colombia.

Raw materials, such as sand, limestone, and soda, are practically all obtained locally.

Glass bottles, window glass, and safety glass are imported. The value in 1962 of safety glass imports alone was $489,000.

OFFICE EQUIPMENT

Standard, portable, and electric typewriters are now assembled from imported and local parts. Few completed typewriters are imported. Adding machines, cash registers, and bookkeeping machines are imported. Office furniture and file cabinets are made in Colombia and are not generally imported.

The use of electronic computers and similar equipment is very limited.

INSTRUMENTS AND EQUIPMENT

There is no production in Colombia of scientific or laboratory instruments, such as drafting and optical instruments, flight, navigation and meteorological instruments, geological and nuclear radiation detection devices, horological instruments and timers, microscopes, laboratory apparatus or supplies. Colombia must import its requirements of these items. However, some equipment, such as serological baths and sterilizers, is manufactured locally.

PRINTING AND GRAPHIC ARTS

The printing and graphic arts industries are well developed in Colombia, but are highly dependent on imported raw materials and intermediate goods. Ninety percent of these materials must be imported. Imports include newsprint and bond paper. Although some printing papers are being produced, Colombia will have to purchase abroad almost all of its requirements of high-quality printing paper. Other imports include inks and various types of paper.

BOOKS

The publishing industry in Colombia is still in an early stage of development. Imports of books are encouraged. No customs duties are collected on imports of books, and there are no quantitative restrictions limiting the volume of such imports. In 1962, total imports of books amounted to $345,000. The United States was the principal supplier.

The number of persons who buy books other than texts, technical, law, and children's books has been estimated at from 14,000 to a maximum of 50,000.

In the past few years, a book fair in Bogotá has offered a wide variety of books, including many imported books. Books of fiction, technical books, and books of an encyclopedic nature appear to be most popular.

FERTILE FIELD: For exporters of earthmoving equipment.

CONSTRUCTION MACHINERY: Milwaukee tractor loaders on way to Bogotá for use in the building and maintaining of Colombian highways.

CHAPTER IV

Distribution Facilities and Services

American salesmen need to be as aggressive and energetic as those who represent firms from other countries. Like their competitors from other countries, U.S. salesmen ought not to overlook the need for providing labels and packages with text in Spanish. Operating and assembly instructions in Spanish also help promote a sale. Salesmen do well when they consider buyer tastes and specifications. Acceptance of a small first order may lead to a good account.

The U.S. businessman will need to appoint reliable and aggressive agents. He should give his agent or representative sufficient authority to make decisions on the scene. When bidding on Government tenders, the agent should have a certain freedom with respect to equipment offered and prices quoted.

In the selection of a representative, the exporter ought first determine the type of distribution system most suitable for his firm and product. He must seek a representative with experience, character, aggressiveness, and financial solvency. Before making a final decision, the exporter should make a personal visit to Colombia for firsthand observation of local conditions and for discussions with the

Couplings click as number 637 gets the export signal.

prospective representative. Much of the success of the product will depend on the ability of the exporter to make friends with his agents and clients and to understand and to work under local conditions. Subsequent periodic visits by the exporter or his representative—someone preferably with a good knowledge of Spanish—usually are valuable in assisting the agent and in evaluating the market. During his visits, the exporter may find helpful a personal call on the U.S. Commercial Attaché at the American Embassy, Bogotá. See appendix B, "Notes for Business Travelers."

Because much trade is on a regional basis, the exporter may wish to appoint distributing agents in the four principal cities—Bogotá, Medellín, Barranquilla, and Cali—to serve the surrounding trade areas.

MARKETING CHANNELS

Import Houses

Import houses frequently are so large and well financed that they import on their own account although they will agree to represent a U.S. exporter on a commission basis. Many of these firms have head offices in Bogotá and maintain branch houses or agencies throughout the country. They are in a position to cover the country adequately. Many of the large import houses are owned by foreign interests, including U.S. concerns, but most of them are owned by Colombian nationals. An import house offers the U.S. exporter financial security since it assumes the risk involved, employs well-established and experienced distributors, and lends itself well to various product lines. The principal disadvantage is that many of the houses have far too many lines for effective promotion of any one product.

Commission Agents

Most of the export selling is done through appointed commission agents. However, some agents are too busy or too poorly prepared to promote a new product effectively. Frequently, the best type of representation and the one generally preferred is the agent who specializes in a small group of similar but noncompetitive products.

The agent usually receives a commission of from 2.5 to 10 percent of goods sold, depending on the product line. The advantages of the agency arrangement are that the exporter may expect (1) The agent to know the product thoroughly and thereby to be particularly important in the sale of technical equipment, (2) the agent to give aggressive representation, and (3) the product to remain within his control. The principal disadvantage is that the exporter assumes the major financial risk.

Direct Consumer Purchases

The ultimate consumer may buy direct. The large mining and petroleum companies, agricultural estates, railroads, commercial airlines, public utilities, and major industrial enterprises frequently import their own machinery and supplies. They may send buyers abroad or correspond with manufacturers abroad.

Branch Houses or Subsidiaries

A local subsidiary or branch enables the exporter to retain control over his product and to assure efficient and aggressive sales promotion. However, since a subsidiary or branch requires a considerable capital investment and fixed overhead, it can be justified only when sales are made in volume or when local servicing facilities and inventories are required.

Government Purchasing

There is no central Colombian Government purchasing agency. Official and semiofficial agencies of the National Government and of the department and municipal governments are responsible for making their own purchases. See Appendix A. Except for the military services, official agencies have no purchasing agents in the United States.

The Colombian Air Force purchasing agency is located at 528 West 28th Street, Post Office Box 426, Hialeah, Fla.

The Agricultural Bank, Caja Agraria, imports equipment and supplies that it sells direct to farmers, miners, and processors of native raw materials.

AIDS TO MARKETING

Market Research

Most companies form their plans on the basis of past sales experience and of their agents' estimates. Market research is relatively new. A few advertising firms also offer marketing research and analyses and opinion research and polls. Consult the American Republics Division, U.S. Department of Commerce, Washington, D.C., for additional information.

Advertising

Many competent advertising agencies carry on business in Colombia. More than 25 of them are located in Bogotá alone. Ten in Bogotá are capable of providing advertising guidance for foreign firms. Their charges are about the same as those in the United States. Several agencies are branches of United States or British companies or have close working relationships with experienced U.S. and European firms. Exporters who plan to advertise in Colombia may do so through their local agent.

In 1962, advertising sales amounted to about $38 million. Of this amount, newspapers and magazines accounted for 42 percent; radio for 27 percent; television for 15 percent; motion picture houses for 2 percent; outdoor advertising for 6 percent; and all others, including mailed advertising, for 8 percent.

Newspapers are one of the most important advertising media. There are 20 major newspapers in Colombia, and their circulations range from 50,000 to 200,000. Total circulation amounts to 500,000.

It is estimated that each copy of a newspaper has 2.5 readers. The biggest daily newspapers are published in Bogotá. They are El Tiempo, circulation 200,000, and El Espectador, circulation 120,000.

Magazines distributed in Colombia include those published abroad, such as Selecciones, the Spanish version of Reader's Digest, the Spanish language editions of Life, and Visión, a Spanish-language magazine published in Mexico. Local magazines include Cromos with 30,000 and Semana with 10,000 subscribers. These magazines reach most of the influential Colombians.

Among the few trade publications, those specializing in agriculture are the most popular.

Radio advertising is carried on by 160 commercial broadcasting stations, including independent as well as network stations. The number of radio receivers was estimated at 4 million in 1963. If an advertiser wishes nationwide coverage, he usually employs an advertising agency to contact the stations.

The television network is adding stations. In 1960, there were 14 television transmitting and relay stations, with an additional 7 under construction. The total number of television receivers in use was estimated at 300,000.[1] The television network—Televisora Nacional—is owned and operated by the Government. TV advertising has become increasingly popular but advertising time is both difficult to obtain and expensive.

Advertising is shown in motion picture houses between the news and the main feature in the form of slides and short films. This is a useful means of reaching a good cross section of the Colombian population, since motion picture theater ticket prices are low and Colombians are avid moviegoers.

Still other forms of advertising in Colombia include direct mail, placards inside buses, posters, and neon signs.

Trade Associations

Three of the most important trade associations are:

The Bogotá Chamber of Commerce—Camera de Comercio de Bogotá, Calle 17, No. 6–60, Bogotá.

Colombian American Chamber of Commerce, Carrera 10a, No. 13–59, Bogotá.

---

[1] Based on data collected in 1960 by the U.S. Information Agency, Washington, D.C.

National Federation of Merchants—Federación Nacional de Comerciantes—FENALCO, Avenida Jiménez, No. 10–58, Piso 3, Bogotá.

The National Association of Manufacturers—Asociacion Nacional de Industriales—ANDI, supports protection against competitive imports for local industry. FENALCO, which includes exporters and importers, generally supports freer trade and tariff policies.

Chambers of commerce throughout the country have members drawn from trade, industry, farming, finance, and the professions. These chambers perform various official functions, such as keeping a public registry of commerce, setting up arbitration tribunals on commercial disputes, and providing certificates of various kinds.

Exhibitions and Fairs

International trade fairs are held irregularly, but livestock exhibitions are held frequently throughout the country. Occasional floating trade fairs on ships docked at coastal harbors enable exhibitors to avoid customs inspection and other procedures. The floating trade fair has been used by the Spanish and Japanese who on several occasions attracted 12,000 to 14,000 persons.

U.S. Marketing Aids

The foreign departments of leading U.S. banks serve foreign traders. In addition, the First National City Bank of New York has branches in Colombia. The leading banks assist other banks in serving foreign traders.

Many detailed reports on specific industries are available from the Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C., 20230. The Bureau also supplies up-to-date information on duty rates, import restrictions, exchange rates, taxes, and other charges and regulations affecting the importation of specific goods.

COMMERCIAL CENTERS

The principal commercial centers are Barranquilla, Bogotá, Bucaramanga, Cali, Cartagena, Cúcuta, Manizales, Medellín, Palmira, and Pereira. Of these, Barranquilla, Bogotá, Cali, and Medellín are the chief ones.

Among the principal cities, Bogotá, Cali, and Medellín, combined have two-thirds of all retail sales. See table 21.

Barranquilla

Barranquilla, the chief city on the Atlantic coast, has a population of half a million persons and is also an important industrial center that produces cement, manmade fibers, canned foods, paints, ships, plastic products, and basic aluminum products.

U.S. GOODS AND SERVICES: Salesman's skill sells goods.

MARKET FOR U.S. PRODUCTS IN BOGOTÁ: City's growth has created unfilled demand for housing, schools, sewers and transportation.

On July 10, 1963, a great portion of the sandbar which had prevented vessels of more than 12-foot draft from entering the mouth of the Magedalena River just north of Barranquilla slid away. The port of Barranquilla is now open to oceangoing ships of up to 30-foot draft. Excellent prospects are now in evidence that the city will recover in short order from recent business doldrums owing to the port's inactivity. Among major projects being discussed for Barranquilla are a free zone for manufacturing and assembly, a new airport runway capable of handling jet aircraft, a rail connection for the city to Ciénaga for a hookup to the Santa Marta-Bogotá rail line, and possibly a new semi-integrated steel plant having an initial capacity of 76,000 metric tons of flat-rolled finished product.

Bogotá

Bogotá, the Capital, lies on a plateau 8,700 feet above sea level. It is the single largest market in Colombia and has a population of 1.3 million persons. It is also the chief financial center. A wide range of industries is found in or near the city, but foodstuffs, pharmaceuticals, textiles, beer, and household appliances are the chief ones. Other industries include leather goods, tires, printing, paper, and such metal products as steel furniture, tin containers, and crown caps.

Cali and Cauca Valley

Cali, the principal city of the Cauca Valley region, is the fastest growing city in Colombia. The population in 1962 was about double that of 1950 and was estimated at 690,000. Cali is important as both a manufacturing and commercial center. Its industries include those engaged in the production of rubber products (chiefly tires), paper, building materials, chemicals, drugs, beer, alcohol, electrical materials, and processed foods. U.S. business is well represented in Cali's industry with 108 wholly or partially owned firms, 61 of which are producing goods. The major part of Colombia's imports and exports pass through Cali on their way to and from the Pacific coast port of Buenaventura, located 90 miles to the west.

Industry in and around Cali has been greatly improved by the Corporación Autónoma del Valle del Cauca (CVC) which has been able to develop power production to some 250,000 kilowatts in its 9 years of existence. With the completion of the Calima I and II dams, in 1964 and 1966, respectively, the production of electric power, at peak capacity, will more than double the present figure. The CVC has also been active in flood control, land reclamation, and rural development. This organization has recently taken on added responsibilities in the land reform program for the national land reform institute.

Other cities in the Cauca Valley region include Pereira and Manizales, both thriving commercial and industrial communities. Armenia and the towns in northeastern Valle del Cauca are important in the processing and transportation of coffee. Tuluá, Cartago, and Buga are primarily cattle and more recently cotton centers. while Palmira is the center of the most important sugar-producing region. Popayan and Pasto, both Departmental capitals. are agricultural centers.

Medellín

Medellín, the second largest city, has a population of 700,000 persons and is one of the chief distribution and manufacturing centers. Originally a mining center for gold and silver and a place from which coffee was exported, Medellín now has well-developed and highly efficient industries producing textiles, foodstuffs, tobacco, beer, cement, leather goods, plastics, and metal products. Medellín also has extensive rail, highway, and air connections with other parts of Colombia.

PORTS AND PORT FACILITIES

Total international tonnages handled at all Colombian ports during 1962 were 1,471,741 metric tons inbound and 5,504,449 metric tons outbound.[2] Major inbound cargo included lubricating oils, automotive parts and components, chemical pulp, iron and steel sheet, and tractors. Major outbound cargo included coffee, crude petroleum, bananas, raw cotton, and sugar.

A major 10-year development program of the Colombian Ports Corporation—Empresa Puertos de Colombia—aims at increasing cargo-handling capacities and operating efficiencies at all major ports. The corporation intermittently invites tenders to bid on contracts for equipment and machinery. It also seeks technical assistance for port construction. Invitations to bid are published in local newspapers. However, companies not having representatives in Colombia may wish to call on the corporation direct for information on invitations to bid. Guidance and assistance can also be obtained from the office of the Commercial Attaché, U.S. Embassy, Bogotá.

Imports enter Colombia mainly through Cartagena and Barranquilla on the Caribbean and Buenaventura on the Pacific. In addition, the Caribbean port of Santa Marta serves as an outlet for bananas and the ports of Coveñas and Mamonal for crude oil. The number of reported calls at these and other Colombian ports by merchant vessels carrying U.S. cargo, 1957–61, is reported in table 22.

Barranquilla

Barranquilla has a population of a half million persons and is located on the Magdalena River 12 miles from the Caribbean. On July 10, 1963, the sandbar that had restricted shipping to this port suddenly sloughed off, opening a channel some 2,000 feet wide and with indicated depths of 30 to 250 feet. Local port authorities report that almost all ocean-going vessels can now be accommodated in the harbor. Previously, the harbor had been able to accommodate only vessels of up to 10,000 tons. Larger ships had been loaded and unloaded 13 miles northwest at Puerto Colombia.

Facilities at the port include 16 cranes, ranging from 2.5 tons to one of 20 tons' capacity; 52 forklift trucks; 60 tractors with 932 trailers having capacities of up to 30 tons; and 2,000 pallets. Three tugs, one each of 800 hp., 320 hp., and 170 hp., are maintained at the port, together with three floating cranes, a 300-ton lighter, and a 50-ton floating derrick.

The terminal is not served by a railroad. At least 10 years may elapse before a spur of the Atlantic Railroad enters from Santa Marta. Freight is moved to the interior over the Magdalena River or by air. Some shipments are made by highway to Santa Marta before they are transported to the interior by railroad.

In 1961, the four berths at Barranquilla handled 316,875 tons of inbound, general international cargo.

POP. 693,120: Cali manufacturers import U.S. products.

[2] *Boletín Mensual*, Bogota, Apr. 1963, p. 71.

Cartagena

Cartagena, also on the Caribbean, has one of the best harbors in South America with a depth of 35 feet. It ranks with Baranquilla in terms of incoming cargo volume. The Canal del Dique and a railway line provide connection with the river port of Calamar on the Magdalena. Goods unloaded at Cartagena are frequently transported to Medellín by truck.

The port has two 590-foot-long by 130-foot-wide finger piers provided with transit sheds. Port-handling equipment consists of six electric gantry cranes of 2 tons' capacity and seven other cranes of various types ranging to 12 tons' capacity. There are also 25 forklift trucks and 35 tractors with 639 trailers of 1.5, 3, 8, and 30 tons' capacity. Floating equipment includes one 50-ton derrick, two tugs of 420 hp., one of 150 hp., and a 200-ton lighter.

Eight miles to the south of Cartagena is the rapidly growing suburb of Mamonal. It is the terminus of the longest crude oil pipeline in the country. Its port is capable of loading 9,000 barrels of oil per hour. Mamonal has one of the country's two important oil refineries, a newly established fertilizer plant, and a growing petrochemical complex.

Santa Marta

Santa Marta, on the north coast, is a small banana port. It should grow substantially during the next decade in response to increasing demands on its facilities now that it is the northern terminal of the new Atlantic Railroad. Berthing space is divided between a 790-foot marginal wharf for banana loading and a 1,080-foot marginal wharf for general cargo vessels. Cargo-handling equipment consists of 3 cranes up to 15 tons' capacity, 8 forklift trucks, 8 tractors, and 30 trailers. Two tugs, one of 600 hp. and the other of 150 hp., are available at the port.

Buenaventura

Buenaventura is located on the Pacific coast and is the most active port in Colombia. Through Buenaventura pass 65 percent of all exports—mostly coffee—and 45 percent of all imports. Most freight is trucked between Buenaventura and the interior.

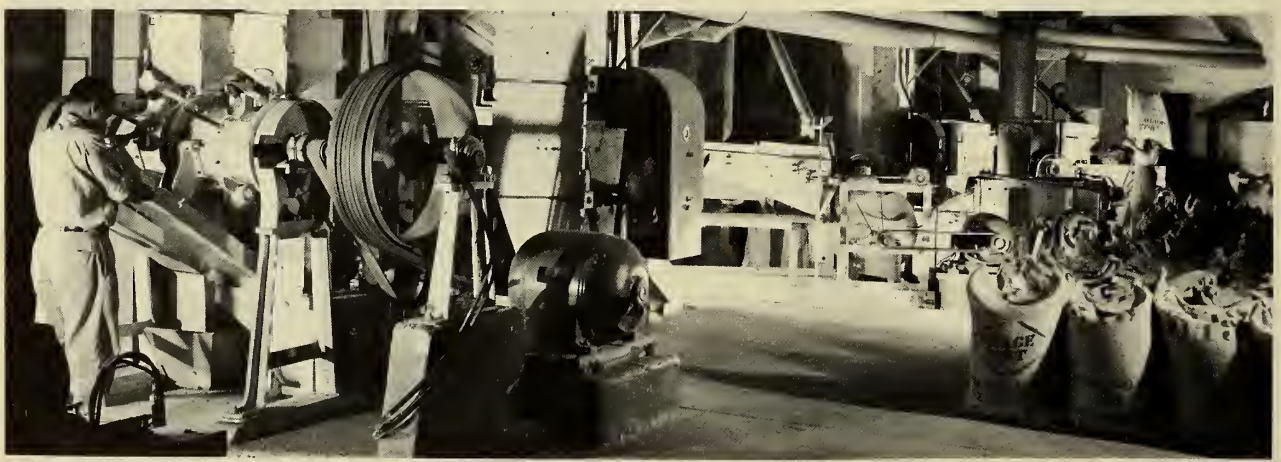
Its terminal suffers from a serious shortage of adequately maintained cargo-handling facilities. Poor maintenance and the tropical climate cause rapid deterioration of existing equipment not only at Buenaventura but at the other ports as well.

Of 22 cranes at Buenaventura, 6 reportedly have been abandoned and 2 are considered unusable. The 14 remaining range in capacity from 6 units of 3 tons to a fixed derrick of 20 tons. Three mobile cranes of from 25 to 40 tons' capacity are also in service. Although there are 102 forklifts, 22 tractors, and 45 trailers, much of this equipment is out of order at any given time. Floating equipment consists of one tugboat of 240 hp. and another tugboat of 600 hp., two lighters, and a 25-ton floating derrick.

Port facilities are being improved with the assistance of a $100 million loan from the Inter-American Development Bank.

RAILROADS

The Colombian National Railroads continues to improve the National system under the 10-year development plan. In June 1963, the CNR received a loan for $30 million from the World Bank



COFFEE REFINERY: Reduction of man-hours per operation not only in coffee refining but other industries requires new machinery.

for use in rehabilitating equipment and supplying engineering and technical services.

The loan marks another milestone in improving rail transportation in Colombia. In 1961, a link was established between the previously isolated western network serving the Buenaventura-Cali-Medellín area and the eastern network serving Bogotá-La Dorada-Ibagué.

With Santa Marta on the Caribbean as its northern terminal, the Atlantic Railroad now makes possible travel from Santa Marta via Medellín to the port on Buenaventura on the Pacific coast. Merchandise landed at Santa Marta has reached Bogotá and Medellín in 12 hours.

The Atlantic Railroad runs parallel to the Magdalena River and carries much freight which previously moved by river barges. Attractive rates and one-time handling account for the shift of freight from the river to the railroad.

Nevertheless, the railroads face greater competition—from the growing trucking industry for short-haul, quick deliveries and from the airlines for many types of raw materials and manufactures.

HIGHWAYS

Highways are being used increasingly while they are being improved and extended. There are 22,000 miles of roads of all types, but only 1,300 are paved. While the road network reaches 90 percent of all municipalities in the country, interconnections between the principal population centers often follow circuitous routes. For example, there is no direct highway connection between Medellín and Bucaramanga, and the trip must be made via Bogotá. Thus, long-haul traffic is often handled by air carriers, while short hauls are made by truck to the local airport, railyard, or water head as well as within the trade area of the principal cities.

The Pan American, or Inter-American, Highway through the Darien Gap of Panama, and through the northwest Chocó region of Colombia is now in the planning stage. A route survey has begun and will probably be complete in 1966.

The World Bank and the International Development Association joined in 1961 to provide $19.5 million each to the Colombian Government for the completion of 450 miles of roads, for the construction of another 300 miles, and for the importation of equipment. When this project is completed, Colombia will have an all-weather highway system interconnecting most of her important cities.

BULLDOZER: U.S. trucks and tractors do well in Colombia.

INLAND WATERWAYS

The Magdalena River has been an important medium of transport for cargo since colonial times. Rising in the Central Cordillera some 40 miles south of Popayán, the Magdalena flows 960 miles to its mouth a short distance from the city of Barranquilla. Commercial navigation on the river, however, is largely restricted to the lower 578 miles, those below the Honda Rapids. The river cannot be navigated without difficulty above Puerto Wilches in Santander during the two dry seasons.

The river is plied by a fleet consisting of 350 towboats and 500 barges that have a total capacity of 175,000 tons. Freight carried on the river in 1960 amounted to 853,800,000 ton/kilometers. Points of distribution are located along the river and include Puerto Berrío. Cargo from Puerto Berrío is transported to Medellín and other interior cities by railway. In addition, there are rail connections to the Bogotá area from Puerto Salgar and La Dorada and to the Cauca Valley from La Dorada. Puerto Salgar and La Dorada are located in the Magdalena Valley just west of Bogotá.

Passenger traffic has fallen off noticeably in recent years on the Magdalena. On the Cauca and other rivers, neither passengers nor freight move in significant quantity or value.

FLYING AMERICAN EQUIPMENT: A principal import, airplanes.

AIR CARRIERS

Air transport services began in Colombia in 1919 with the founding of the Western Hemisphere's first commercial airline. Both international and local services have been increasing in Colombia ever since. In 1962, about 92,000 passengers arrived in Colombia while 96,000 passengers departed. The most important airport in number of passengers is Bogotá, while the most important in tons of air cargo is Barranquilla. Cali and Medellín are also important international airports for both passengers and freight. In addition, airports are found throughout the country. Many of the airports are located in areas that are inaccessible by other means of transportation.

Aerovias Nacionales de Colombia—Avianca is unquestionably Colombia's largest national and international air carrier. It operates modern jets on its international routes to Miami, New York, Paris, and Lima. Avianca also provides domestic services. Twenty-five other Colombian lines also provide domestic services. Avianca owns the helicopter line, Helicópteros Nacionales de Colombia, which dusts crops, explores for oil, and carries passengers.

The following U.S.-flag carriers provide services to Colombia: Braniff International Airlines, which has jet service to Bogotá via New York, Miami, and Panama; Pan American-Grace Airways, which serves Cali alone in Colombia; Pan American World Airlines, which serves Barranquilla only.

Foreign-flag carriers operating flights to Colombia include Varig, Ecuatoriana de Aviación, British Overseas Airways Corporation, Air France, Guest Airlines, Aerovias Panama, Aerolineas Peruanas, Iberia, and Venezolana Internacional de Aviación, S.A.

A total of 3.1 million kilograms of air cargo entered Colombia in 1962 while 1.4 million kilograms were exported. Incoming air cargo consisted primarily of spare and repair parts for machinery and equipment, pharmaceutical products, newspapers and periodicals, and certain household goods.

Domestic air freight shipments include frozen shrimp, fish, livestock and products, foodstuffs, and manufactured products, such as textiles and small European automobiles.

OCEAN SHIPPING

Colombia is well served by various U.S. shipping lines as well as by her own merchant marine, Flota Mercante Grancolombiana, and several foreign lines.

From the U.S. Atlantic coast, freight and passenger services are provided by the Grace Line whose ships depart from New York every Friday for Cartagena and Buenaventura. The trips are made in 5 days to Cartagena and in 8 days to Buenaventura. Ships docking at Buenaventura continue on to other west coast South American destinations.

Departing from principal ports on the North American Pacific coast, Grace has freighter service to Buenaventura. Since freighters stop at numerous ports along the Pacific coast, the trip to Buenaventura from the Pacific Northwest may take anywhere from 12 to 22 days. Services are also provided on the North American Pacific coast by Moore-McCormack which operates between points on the Pacific coast and Cartagena. Transit time is 12 days. These ships continue on to Venezuela and east coast South American ports.

The Gulf and South America line operates between Gulf ports and Buenaventura. This line also carries freight to other ports on the west coast of South America. Another line, Lykes Brothers, provides services from gulf ports to Barranquilla and Car-

tagena every 3 weeks. It also carries freight between Colombia and Venezuela. The Michigan Ocean Line has services from Chicago, Milwaukee, and Duluth to Barranquilla.

The Flota Mercante Grancolombiana, which is owned 80 percent by the Colombian Coffee Federation and 20 percent by the Ecuadorian Development Bank, owns 26 ships and charters another 19. The Flota accounts for 70 percent of all Colombian Government imports. Intensely proud of their merchant marine, some Colombians are asking that the Flota carry all Government imports and at least 50 percent of private imports.

Other lines providing services from the United States in June 1963 include Coldemar, West Coast lines, Westfal Larsen NYK line, K line, and United Fruit.

At present, half of the goods destined for Bogotá enter the country through Buenaventura, while the other half passes through the Atlantic ports. More and more shipments are expected to be made to the port of Santa Marta. If it expands its facilities, Santa Marta may benefit importers by lower freight rates and lower insurance costs. Moreover, since ships require 8 to 12 days to sail from New York to Buenaventura via the Panama Canal, those going by Santa Marta would arrive in about 6 days. The Santa Marta-Bogotá route should be particularly suitable for shipments of heavy machinery and cased goods.

FREE PORTS AND ZONES

San Andrés Island is located about 130 miles east of the Nicaraguan coast. Through its free port and transit zone pass all types of duty-exempt goods which are subject only to an excise tax of 6 percent of the c.i.f. value. Not subject to the tax are imports of foodstuffs, animals, construction materials, machinery and implements for public utilities, and vessels for maritime transport. The free port provides an opportunity for consumer goods exporters whose products are prohibited entry into continental Colombia under normal commercial transactions. Colombian visitors to the island are permitted to bring back to the mainland limited quantities of consumer goods without payment of duties, provided they stay at the island at least 5 days. San Andrés Island also has a transit zone where foreign merchandise may be unloaded, stored, and reexported to other destinations.

The prospects for free trade zone operations at Barranquilla improved in July 1963 when a sandbar sloughed off at the mouth of the Magdalena River. Deep-draft vessels are now able to dock at Barranquilla. Essentially, the zone is an area to house future manufacturing facilities for export or to warehouse imported raw materials for domestic industries until needed. The following operations are authorized: storing, sampling, exhibiting, manufacturing, assembling, refining, blending, repacking, and, in general, manipulating in any way all kinds of merchandise and raw materials, except firearms, explosives, and flammable materials. There are 900,000 square meters available for open storage and miscellaneous operations. Persons wishing to enter merchandise and raw materials into this free trade zone or to carry on authorized operations there require previous approval from the Zona Franca Industrial y Comercial de Barranquilla, Edificio del Banco Comercial Antioqueño, Barranquilla, Colombia.

PORTS ON TWO OCEANS: Merchant ships carrying U.S. cargo call at Colombian ports on both the Caribbean and West Coast ports.

FOOD AND SHELTER: After a business day that usually ends at 6:30 p.m., businessmen find accommodation in convenient hotels.

CHAPTER V

Trade Regulations and Practices

IMPORT CONTROLS

The Colombian Government controls imports primarily to conserve foreign exchange and to protect domestic industries. All imports except books and those items worth $20 f.o.b. or less and not on the prohibited list require a prior registration with the Exchange Registry Office of the Bank of the Republic. Applications for import registrations must be accompanied by proof that a prior deposit has been made with the bank. The amount of the deposit in January 1964 ranged in practice from 1 percent to 120 percent of the f.o.b. value of the article to be imported. Silver and gold coins require a prior deposit of 500 percent.

Imports are classified in three lists: (1) free, (2) prior license, and (3) prohibited.

So-called free imports are those which may be imported without quantitative restriction. These items are considered essential necessities. They include generators and transformers, roller and ball bearings, cutting tools, locomotives, freight cars, hormones, serums, and vitamins.

The prior license list includes a vast number of items which may be imported only upon issuance of a license from the Superintendency of Imports. Such items include iron and steel products, most machines and equipment, tractors, certain automotive vehicles, lubricating oils, fertilizers, many chemicals and pharamaceuticals, tallow, and hops. Items not made in the country or which are in insufficient supply form this list. During times of foreign exchange scarcities, the Superintendency may issue licenses only for the importation of those items which it considers vital to the economy.

Prohibited imports are those that are considered luxuries and nonessentials or those that are produced in Colombia and in quantities sufficient to meet demand. Among the items on the current list are passenger automobiles, clothing and footwear, most foods and beverages, and many consumer goods.

Items are often shifted from one list to another, depending on economic conditions.

In July 1963, 20 percent of all tariff positions in the Colombian tariff schedule were on the free list; 65 percent on the prior license list; and 15 percent on the prohibited list.

Most items in these lists are subject to import duties. Duties are stated in specific or in ad valorem terms and, in many cases, in a combination of the two. The ad valorem rate is a percentage of the c.i.f. value while the specific rate is a fixed amount of pesos per gross kilogram.

Exporters may obtain information on duty rates as well as on controls applicable to specific goods by calling on the American Republics Division, U.S. Department of Commerce, Washington, D.C., or on any Department of Commerce field office. Rulings on tariff classifications and on tariff laws may be obtained from the Colombian Bureau of Customs, Sub-Division Arancel de la División de Aduanas, Carrera 9, No. 11–45, Bogotá.

EXCHANGE CONTROLS

There is no restriction on the free flow of capital into or out of Colombia. All merchandise imports are paid for at the certificate rate of exchange of 9 pesos per U.S. dollar. Eighty percent of ocean freight charges can be paid with exchange certificates, the remainder with exchange bought in the free market. In February 1964, the free market exchange was 9.99 pesos to the U.S. dollar. Payments for insurance on shipments to Colombia are also made through the free exchange market.

COFFEE SKY HIGH: What bean makes Colombia's economy hum.

TRADE PROCEDURES

Quotations and Payment Terms

Quotations are usually f.o.b. port of shipment, plus freight, insurance, and other charges.

Price is a very important factor, for Colombians are quite price conscious. Since dollars are scarce, Colombians sometimes purchase from sources offering the most favorable price even if quality and other factors are more advantageous in the United States. Import duties and advance prior deposits tend to magnify any differential between prices from other sources of supply such as West Germany and Japan. Exporters should, therefore, give particular attention to extending flexible credit terms. Many European competitors automatically give terms of 120 to 180 days for raw materials sales and in some cases even allow the importer to decide on terms. They also sometimes finance advance import deposits at 6 to 8 percent. These deposits usually amount to about 120 percent of the value of the goods and are a Government prerequisite for importing into Colombia. For many types of heavy equipment and machinery, terms of up to 5 years or more are required. Failure to offer sufficiently flexible terms may result in the rejection of the importer's license by the Government import authorities with the consequent loss of a U.S. sale. Recent credit experience with Colombian firms has been quite good and remittances have been reasonably prompt. In mid-1963, over 40 percent of imports were being paid on terms of 90 to 180 days after receipt; 30 percent had longer terms; and 30 percent were paid in less than 90 days after receipt. With the greater competition in Colombia, the longer terms may well be offered.

Shipping Documents

Information on shipping documents may be obtained from freight forwarders doing business with Colombia and from the Commerce and Industry Association, New York City. Inquiries may also be sent to the American Republics Division, Bureau of International Commerce, Washington, D.C., 20230.

Credit Facilities

There are 13 domestic and 5 foreign commercial banks providing international business services in Colombia. Credit is usually very tight. Commercial banks charge from 10 to 12 percent on credits up to 90 days for prime credit risks. Private moneylenders may charge 25 percent or more to small importers.

Credit information on a Colombian firm may be obtained through U.S. banks that have either international services or correspondents in Colombia. World Trade Directory Reports on specific foreign firms and individuals can be obtained for $1 each from the U.S. Department of Commerce, Washington, D.C., 20230. These reports indicate type of organization, sales territory, size of business, sales volume, and trade and financial reputation.

Eximbank Insurance and Guarantees

Export credit insurance and guarantees of the Export-Import Bank of Washington (Eximbank) and the Foreign Credit Insurance Association (FCIA) help U.S. exporters extend credit on favorable commercial terms to their oversea customers. The U.S. facilities in insurance and guarantees are equal if not better than those offered by other countries. These facilities encompass both goods and services and are available to U.S. exporters doing business with Colombia.

Credit insurance is supplied for sale of goods on both short and medium term. Short term means up to 180 days, and medium term, 181 days to 5 years. In both short-term and medium-term insurance, policies are issued for both (1) political and commercial risks, and (2) political risks only.

Commercial risks are defined as insolvency and protracted default. Political risks are defined as currency inconvertibility, cancellation or restriction of import or export license, expropriation or confiscation, and loss due to war, revolution, or civil disturbance.

Risks covered by the insurance policies are shared by Eximbank and FCIA. All the political risks are underwritten by Eximbank, while the commercial risks are underwritten equally by Eximbank and FCIA.

Credit guarantees are for 181 days to 5 years. Through these guarantees, exporters may seek nonrecourse financing from their banks instead of financing with the assistance of FCIA export credit insurance. The guarantees are made by Eximbank to commercial banks or other financial institutions. The Bank assumes the credit risk on the early maturities of notes.

Goods shipped on a lease basis or on consignment awaiting sale or goods on exhibit at trade fairs may now also be covered by guarantees.

Guarantees apply to both goods and services. Sale of U.S. services abroad on credit was recently included in the Eximbank guarantees. These services are architectural studies, engineering design studies, and economic surveys.

ESTABLISHED TRADE CUSTOMS

Commercial Language

Spanish is the language of Colombia. While educated Colombians have a knowledge of English, the accepted custom is to transact business in the Spanish language. European exporters use Spanish in providing both directions for product handling and instructions on operation. Failure to do so on the part of U.S. exporters may lose them sales.

Business Correspondence

Business correspondence other than cablegrams should be conducted by airmail letters. Postage on airmail letters from the United States is 15 cents per half ounce, while airletter sheets may be sent at 11 cents each. Airmail letters to Colombia arrive in about 3 days.

ATLANTIC PORT: Shipments via Santa Marta are increasing.

Postage for articles, such as prints, samples, and small packets, is 40 cents for the first 2 ounces and 20 cents for each additional ounce or fraction of an ounce. Air parcel post costs $1.82 for the first 4 ounces and 31 cents for each additional ounce or fraction of an ounce.

Surface mail takes too long to be useful.

Office Hours

Office hours are generally from 8 a.m. to 12:30 p.m. and from 2:30 p.m. to 6:30 p.m., Monday through Friday, and from 9 a.m. to 12:30 p.m. on Saturday.

Holidays

There are 6 official holidays and 12 religious holidays.

The official holidays are:

January 1, New Year's Day
May 1, Labor Day
July 20, Independence Day
August 7, the Battle of Boyacá Day
October 12, Columbus Day
November 11, Independence of Cartagena

Colombia is a Roman Catholic country and religious holidays are numerous. Holidays when businesses are closed are:

January 6, The Epiphany
March 19, St. Joseph's Day
Holy Thursday and Good Friday
Early in June, Corpus Christi Day
June 29, St. Peter and St. Paul Day
Second Friday after Corpus Christi Day, Sacred Heart of Jesus
Ascension Day
August 15, Assumption Day
November 1, All Saints Day
December 8, Feast of the Immaculate Conception
December 25, Christmas.

Weights and Measures

The metric system of weights and measures is used in Colombia. For length, the meter is used and is equivalent to 39.37 inches; for weight, the kilogram, which is equal to 2.2046 pounds; for capacity, the liter which is equivalent to 1.0567 liquid quarts; and for area, the hectare which is equivalent to 2.471 acres. Spanish weights used usually in connection with shipments of commodities, such as bananas and coffee, are the quintal of 101.43 pounds, the arroba of 27.5 pounds, and the carga which varies with the product. The gallon is used for gasoline and oil and equals 3.78 liters. Temperatures are stated in degrees centigrade.

BUSINESS SCENE: Americans and Colombians do business in cities equipped with the facilities requisite to international trade.

TRANSPORTATION: The arrival of many new city dwellers has strained the resources of such public facilities as transportation.

TABLES

Table 1.—Value of Colombian Imports Total, c.i.f., From the United States and Percent United States of Total, 1936–38 and 1950–62 and First 10 Months of 1963

[Value in thousands of dollars]

Year	Total	United States [1]	Percent U.S. of total
1936	76,752	27,260	35.5
1937	95,972	44,656	46.5
1938	89,070	44,446	49.9
1950	364,673	242,474	66.5
1951	419,000	251,190	59.9
1952	415,363	260,497	62.7
1953	546,723	318,578	58.3
1954	671,779	397,418	59.2
1955	669,291	399,904	59.8
1956	657,193	383,219	58.3
1957	482,575	266,832	55.3
1958	339,932	217,962	64.1
1959	415,588	236,823	57.0
1960	518,585	281,804	54.2
1961	557,129	283,528	50.9
1962	540,330	283,131	52.4
1963 (first 10 months)	401,321	202,636	50.4

[1] Figures relate to country of origin, 1936–38 and 1950–61; country of purchase, 1962 and 1963. Comparable 1961 country of purchase amounted to 293,177,000, or 52.6 percent of total.

Sources: Departamento Administrativo Nacional de Estadistica, *Anuario de Comercio Exterior*, Bogotá, 1936–38 and 1950–61, various issues.

Departamento Administrativo Nacional de Estadistica, *Boletin Mensual de Estadistica*, Bogotá, February, March, and October, 1963, issues for data on 1962 and 1963.

NOTE: Data were converted from pesos to dollars as follows: 1936 at 0.5709; 1937 at 0.5656; 1938 at 0.5953. Data on imports from the United States only were converted as follows: 1950 at 0.5128; 1951 at 0.5128; 1952–56 at 0.4000. From 1957 to date, the data are reported in dollars.

Table 2.—Manufacturing Industries by Number of Both Establishments and Employees, Value of Production, and Value Added, 1961

Industry	Establishments, number	Employees, number	Gross production, millions of pesos	Value added	
				Millions of pesos	Percent of total
Beverages	209	15,496	1,260.3	793.9	14.7
Chemicals	487	16,900	1,033.5	542.5	10.0
Clothing and footwear	1,983	30,547	697.6	259.0	4.8
Foods	2,727	39,218	3,440.3	785.8	14.5
Furniture, wood	402	5,284	89.3	49.1	.9
Leather manufactures except shoes	256	4,755	199.9	73.3	1.4
Machinery, apparatus, accessories, electric	196	7,656	341.5	145.5	2.7
Machinery, nonelectric	231	3,709	102.1	56.3	1.0
Materials, transportation	561	12,643	244.9	129.0	2.4
Metal products other than machinery and transportation equipment	575	16,831	466.0	213.1	3.9
Metal products, basic	24	2,959	677.6	212.4	3.9
Minerals, nonmetallic	982	23,759	585.9	324.9	6.0
Paper and paper products	95	4,776	288.8	103.7	1.9
Petroleum and coal	17	2,032	709.9	182.8	3.4
Printing and publishing	442	11,200	307.4	162.6	3.0
Rubber and rubber manufactures	57	6,662	302.8	147.9	2.7
Textiles	453	44,006	2,029.3	783.4	14.5
Tobacco	197	4,254	377.4	279.9	5.2
Wood and cork	401	5,632	117.9	48.6	.9
Others	260	6,903	232.1	120.4	2.2
Total	10,555	265,222	13,505.0	5,414.1	100.0

Source: Adapted from *Boletín Mensual de Estadística*, Bogotá, July 1963, pp. 20 to 25.

NOTE: 6.70 pesos = US$1 in 1961 at certificate rate of exchange.

Table 3.—Gross Domestic Product,[1] by Sector, Various Years

Goods and services	Millions of pesos, 1958 prices					Percent of total				
	1950	1953	1956	1959	Projected 1964	1950	1953	1956	1959	Projected 1964
Agriculture and livestock	5,496	5,986	6,348	7,341	8,582	37.7	35.4	32.7	33.8	29.7
Mining	523	633	727	879	1,113	3.6	3.7	3.7	4.1	3.9
Manufacturing	2,180	2,608	3.226	3,735	5,378	15.0	15.4	16.6	17.2	18.6
Building construction	408	533	781	801	1,705	2.8	3.2	4.0	3.7	5.9
Commerce	2,334	2,811	3,124	3,279	4,302	16.0	16.6	16.1	15.1	14.9
Transportation	612	805	1,070	1,104	1,632	4.2	4.8	5.5	5.1	5.7
Communications	55	72	97	121	173	.4	.4	.5	.6	.6
Public utilities	71	92	125	159	303	.5	.5	.6	.7	1.1
Finances	225	302	483	402	599	1.5	1.8	2.5	1.9	2.1
Housing rentals	763	818	947	1,130	1,345	5.2	4.8	4.9	5.2	4.7
Personal services	1,118	1,228	1,436	1,583	1,843	7.7	7.3	7.4	7.3	6.4
Government services	736	963	934	978	1,362	5.0	5.7	4.8	4.8	4.7
Other	59	72	93	107	517	.4	.4	.7	.5	1.7
Total	14,580	16,923	19,391	21,688	28,854	100.0	100.0	100.0	100.0	100.0

[1] Gross domestic product was 23,042 and 24,179 billion pesos in 1960 and 1961, respectively.

Sources: Based on data for 1950, 1953, 1956, and 1959, prepared by Departamento Administrativo Nacional de Estadística in *Anuario General de Estadística Colombia 1959*, Bogotá, 1960, p. 467; for 1960 and 1961, Cuentas Nacionales of Banco de la Republica.

NOTE: U.S. dollar equivalents of the peso are: 1950, $0.5128; 1953, $0.40; 1956, $0.40; 1959, $0.1563; 1960, $0.1512; 1961, $0.1492.

Table 4.—Value of Selected Imports, by Economic Class, and Percent of Total, 1961–62 and First 9 Months of 1963

[Value in thousands of U.S. dollars]

Economic class	Value			Percent of total value		
	1961	1962	1963, first 9 months	1961	1962	1963, first 9 months
Selected imports, total	492,061	435,239	314,038	100	100	100
Intermediate	262,504	242,817	185,849	53	56	59
Primary agricultural	44,340	35,745	27,012	9	8	9
Semifinished and manufactured	218,164	207,072	158,837	44	48	50
Capital	170,138	161,636	109,267	34	37	35
Consumer	59,419	30,786	18,922	12	7	6
Nondurable	19,227	14,200	8,337	4	3	3
Durable	40,192	16,586	10,585	8	4	3

Source: Departmento Administrativo Nacional de Estadística *Boletín Mensual de Estadística*, Bogotá, April and December 1963 and January 1964.

NOTES: The selected imports accounted for in this table amounted to 88 percent of total imports in 1961, 81 percent in 1962, and 86 percent in the first 9 months of 1963.

Total imports in 1961 were valued at $557.1 million, in 1962 at $540.3 million, and in the first 9 months of 1963 at $365 million.

The terms "intermediate," "capital," and "consumer" goods are taken from the Colombian classification by the Departamento Administrativo Nacional de Estadística in the *Boletín* as well as in the *Anuario de Comercio Exterior*, Bogotá.

Table 5.—U.S. Exports to Colombia by Commodity Groups and Principal Commodities, 1960–62

[Quantity in units indicated; value in thousands of U.S. dollars]

Commodity		Quantity			Value f.a.s.		
		1960	1961	1962	1960	1961	1962
Exports, including reexports, total [1]					246,098	245,087	226,566
Exports, U.S. merchandise, total					244,056	243,977	225,241
Foodstuffs					16,901	16,042	12,512
Wheat	thousands of bushels of 60 pounds each	3,443	4,321	4,322	6,564	7,735	7,981
Corn, except seed	thousands of bushels of 56 pounds each		1,575			2,203	
Soybean oil	thousands of pounds	44,995		16,543	5,461		2,516
Animal and animal products, inedible					2,756	3,122	2,853
Tallow	thousands of pounds	22,281	24,989	23,833	1,802	2,110	1,811
Vegetable products, inedible, except fibers and wood					8,767	8,342	7,659
Synthetic rubber	thousands of pounds	10,170	7,839	12,101	2,267	1,834	2,637
Cigarettes	thousands	269,215	338,529	201,052	1,160	1,481	846
Hops	thousands of pounds	3,250	1,075	914	1,993	652	517
Textile fibers and manufactures					7,858	5,350	6,077
Synthetic fibers and yarns (including glass fibers, staple, and tow)	thousands of pounds	3,901	3,105	2,680	4,345	2,691	2,308
Wood and paper					8,694	8,375	7,377
Woodpulp	short tons	17,933	23,437	27,172	1,951	2,352	3,132
Paper, except building paper	thousands of pounds	33,975	32,044	22,385	4,570	4,124	2,890
Nonmetallic minerals					11,177	11,852	11,822
Lubricating oils	barrels of 42 gallons	186,196	221,207	231,630	4,366	5,015	5,387
Paraffin wax	thousands of pounds	40,639	37,799	28,871	2,342	2,120	1,657
Glass and products					1,055	1,300	886
Clay and products					1,026	674	708
Metals and manufactures, except machinery and vehicles					25,041	21,527	20,597
Iron and steel mill products	short tons	79,285	49,643	36,554	14,312	10,193	7,822
Iron and steel sheets	thousands of pounds	89,317	36,926	24,036	6,909	3,245	2,153
Tinplate	do	43,778	34,747	16,550	4,065	3,096	1,417
Iron and steel pipes, tubes, and tubing	do	11,535	15,462	20,314	1,685	2,401	2,870
Metal manufactures					7,534	6,912	8,113
Tools					1,375	1,597	1,550
Aluminum ores, concentrates, scrap and semifabricated forms					1,550	2,130	2,304
Machinery and vehicles					123,982	128,207	111,775
Electrical machinery and apparatus					12,989	13,438	15,364
Power generating and distribution apparatus					4,101	3,676	4,993
Industrial machinery					45,094	46,075	48,413
Power generating machinery					5,002	4,339	4,301
Construction, excavating, mining, oilfield, and related machinery					13,522	14,296	14,553
Textile machinery and parts					7,343	3,245	3,302
Pumping equipment, including parts					2,683	2,238	2,696
Agricultural machines, implements, and parts					3,057	2,616	2,978
Tractors, parts, and accessories					9,098	10,003	8,200
Tracklaying tractors (new)	number	281	243	188	3,945	3,548	2,271
Wheel tractors (new)	do	378	290	358	1,109	1,101	1,370
Automobiles, trucks, buses, and trailers, parts, accessories, and service equipment					47,270	42,788	30,985
Motortrucks and truck chassis (new)	number	7,248	2,309	3,166	20,678	5,525	6,646
Passenger cars and chassis (new)	do	3,019	6,904	275	5,454	12,574	612
Automobile parts for replacement, including engines and bodies					16,723	18,737	18,586
Commercial and civilian aircraft, new and rebuilt					1,188	6,256	1,053
Railway transportation equipment					1,581	3,187	536
Chemicals and related products					27,660	27,337	26,890
Medicinal and pharmaceutical preparations					6,527	6,877	5,348
Antibiotics					2,066	2,400	1,272
Agricultural and household insecticides, fungicides, etc					4,633	4,603	4,691
Plastic and resin materials	thousands of pounds	10,644	9,594	8,935	3,179	2,602	2,310
Pigments	do	12,716	12,698	13,667	1,329	1,490	1,644
Fertilizers and fertilizer materials					1,430	1,132	1,518
Miscellaneous					11,220	13,823	17,679
Photographic and projection goods					942	1,088	1,098
Scientific and professional instruments, apparatus, and supplies					1,792	1,726	2,037

[1] Excludes "special category" commodities. Security restrictions prevent publication of detailed statistics for certain commodities.

Source: Basic data of the U.S. Department of Commerce, Bureau of the Census.

Table 6.—Imports of Principal Semimanufactures and Manufactures, Total and U.S. Share, 1959–62

[Quantity in units indicated; value in pesos, c.i.f.]

Import	From all countries		From United States			
	Quantity	Value	Quantity	Percent of total quantity	Value	Percent of total value
Agents, surface active:						
1959 ..... net kilograms..	1,095,187	4,776,000	903,558	83	3,745,610	78
1960 ..... do....	1,167,512	5,293,000	775,707	66	3,045,338	58
1961 ..... do....	1,724,009	7,765,000	1,070,345	62	4,478,427	58
1962 ..... do....	1,932,582	9,598,000	(1)	(1)	(1)	(1)
Antibiotics:						
1959 ..... net kilograms..	23,811	14,371,000	18,849	79	11,405,190	79
1960 ..... do....	30,520	21,334,000	19,474	65	15,771,306	74
1961 ..... do....	35,751	26,177,000	23,102	64	18,356,273	70
1962 ..... do....	36,586	22,154,000	(1)	(1)	(1)	(1)
Apparatus, electrical, for breaking, protecting, or distributing electric current:						
1959 ..... net kilograms..	559,188	11,366,000	271,334	49	6,506,682	57
1960 ..... do....	430,714	9,507,000	214,965	50	6,000,077	63
1961 ..... do....	871,383	16,047,000	238,314	27	6,017,042	38
1962 ..... do....	1,264,553	20,813,000	(1)	(1)	(1)	(1)
Bearings, roller and ball:						
1959 ..... net kilograms..	426,067	11,302,905	202,039	47	6,473,630	58
1960 ..... do....	513,461	14,267,395	222,182	43	7,752,090	54
1961 ..... do....	533,369	14,743,504	293,020	55	9,295,258	63
1962 ..... do....	493,299	15,229,000	(1)	(1)	(1)	(1)
Black, lamp, other mineral and vegetable blacks, not prepared:						
1959 ..... net kilograms..	2,891,667	5,191,000	2,792,062	98	4,753,713	92
1960 ..... do....	4,186,372	7,461,000	4,090,974	98	6,982,807	94
1961 ..... do....	3,602,169	6,603,000	3,500,047	97	6,073,980	92
1962 ..... do....	4,825,241	9,069,000	(1)	(1)	(1)	(1)
Body, parts, components, automobile:						
1959 ..... net kilograms..	1,025,815	9,934,000	968,936	94	9,276,644	93
1960 ..... do....	850,615	12,040,000	773,522	91	10,991,926	91
1961 ..... do....	607,737	12,232,000	504,212	83	10,530,164	86
1962 ..... do....	761,158	14,397,000	(1)	(1)	(1)	(1)
Bolts, screws, nuts:						
1959 ..... net kilograms..	1,330,119	6,176,000	235,197	18	2,588,345	42
1960 ..... do....	1,672,112	7,250,000	298,322	18	2,954,058	40
1961 ..... do....	1,127,895	6,119,000	272,478	24	2,976,200	49
1962 ..... do....	958,068	6,339,000	(1)	(1)	(1)	(1)
Cable, aluminum, high tension:						
1959 ..... net kilograms..	275,039	1,023,000	2,672	1	15,578	(2)
1960 ..... do....	787,795	3,119,000	197,652	25	715,576	19
1961 ..... do....	1,943,667	7,283,000	1,046,471	54	3,672,201	51
1962 ..... do....	3,020,835	13,142,000	(1)	(1)	(1)	(1)
Cellulose derivatives in powder:						
1959 ..... net kilograms..	3,613,201	18,680,000	114,072	3	1,033,640	6
1960 ..... do....	4,468,507	23,077,000	244,318	5	1,735,643	8
1961 ..... do....	3,505,069	20,960,000	3,103,273	89	16,903,849	81
1962 ..... do....	2,023,360	11,653,000	(1)	(1)	(1)	(1)
Chemical products and preparations, miscellaneous, n.e.s.:						
1959 ..... net kilograms..	5,511,383	18,531,813	5,142,279	93	15,541,115	84
1960 ..... do....	4,033,932	15,686,939	3,555,133	88	12,372,788	79
1961 ..... do....	4,005,372	14,919,000	3,515,229	88	11,979,787	71
1962 ..... do....	3,891,957	16,594,000	(1)	(1)	(1)	(1)
Chemicals for making disinfectants, insecticides, n.e.s.:						
1959 ..... net kilograms..	274,819	1,914,000	183,872	67	1,327,445	69
1960 ..... do....	625,363	3,970,000	539,984	86	3,301,396	83
1961 ..... do....	1,150,751	8,220,000	916,068	80	6,187,983	75
1962 ..... do....	1,747,774	15,371,000	(1)	(1)	(1)	(1)

See footnotes at end of table.

Table 6.—Imports of Principal Semimanufactures and Manufactures, Total and U.S. Share, 1959–62—Continued

[Quantity in units indicated; value in pesos, c.i.f.]

Import	From all countries		From United States			
	Quantity	Value	Quantity	Percent of total quantity	Value	Percent of total value
Colors, coal tar:						
1959 net kilograms	800,302	16,561,635	184,555	23	3,697,489	22
1960 do	1,049,715	22,965,000	175,347	17	4,089,630	18
1961 do	1,005,938	22,305,000	136,392	14	3,199,132	14
1962 do	958,026	22,170,000	(1)	(1)	(1)	(1)
Compounds, organic, aromatic and heterocyclic, n.e.s.:						
1959 net kilograms	479,286	7,428,000	447,003	93	4,868,808	66
1960 do	118,763	7,778,000	76,800	65	4,359,821	56
1961 do	127,851	9,527,000	64,753	51	4,770,448	50
1962 do	396,033	11,871,000	(1)	(1)	(1)	(1)
Cord, tire:						
1959 net kilograms	1,181,242	14,036,000	615,474	52	8,087,745	58
1960 do	1,725,414	21,553,000	1,406,823	82	18,567,893	86
1961 do	1,071,406	11,880,000	1,054,996	99	11,722,725	99
1962 do	2,151,631	24,652,000	(1)	(1)	(1)	(1)
Equipment, parts, and pieces, refrigeration:						
1959 net kilograms	618,688	11,082,000	570,212	92	10,628,403	96
1960 do	772,927	13,203,500	610,825	79	10,511,829	80
1961 do	1,110,171	19,353,000	826,873	74	15,345,709	79
1962 do	1,214,918	20,764,000	(1)	(1)	(1)	(1)
Ether oxides, ether salts (aliphatic and aromatic):						
1959 net kilograms	1,224,682	5,442,215	462,749	39	1,828,422	34
1960 do	1,987,675	8,061,000	727,638	37	2,974,394	37
1961 do	2,363,726	9,627,000	880,339	37	3,433,672	37
1962 do	2,306,493	8,524,000	(1)	(1)	(1)	(1)
Explosives:						
1959 net kilograms	1,542,432	6,304,000	1,200,242	78	4,056,563	64
1960 do	2,723,957	8,210,000	664,626	24	2,384,426	29
1961 do	1,393,322	4,302,000	345,265	25	1,085,866	25
1962 do	3,055,723	9,199,000	(1)	(1)	(1)	(1)
Faucets, cocks, taps, and other apparatus of copper to regulate flow of liquids:						
1959 net kilograms	614,130	11,008,000	260,941	42	6,066,671	55
1960 do	540,029	10,610,000	251,146	47	6,257,791	59
1961 do	479,358	10,240,000	191,448	40	5,289,275	52
1962 do	743,066	14,651	(1)	(1)	(1)	(1)
Fertilizer, chemical:						
1959 net kilograms	81,401,103	45,352,000	10,864,137	13	14,398,277	32
1960 do	117,516,381	60,635,000	21,489,700	18	11,482,932	19
1961 do	165,848,708	88,248,000	16,323,530	10	9,111,213	10
1962 do	169,095,256	92,331,000	(1)	(1)	(1)	(1)
Gasoline, over 80 octane:						
1959 gallons	9,151,762	9,856,000	(2)	35	338	(2)
1960 do	8,741,964	9,426,000	(2)	829	10,348	(2)
1961 do	6,512,177	6,760,000	(2)	1,046	13,212	(2)
1962 do	4,894,921	5,399,000	(1)	(1)	(1)	(1)
Glass, window, in sheets, not worked:						
1959 net kilograms	7,566,354	8,379,000	5,756	(2)	10,786	(2)
1960 do	11,611,599	12,468,000	24,175	(2)	64,859	(2)
1961 do	7,699,277	8,267,000	2,154	(2)	13,849	(2)
1962 do	736	2	(1)	(1)	(1)	(1)
Hormones and their synthetic substitutes:						
1959 net kilograms	629	6,029,000	165	26	4,278,331	71
1960 do	571	6,370,000	275	48	4,292,498	69
1961 do	2,412	8,470,000	1,924	80	5,198,894	61
1962 do	1,126	10,127,000	(1)	(1)	(1)	(1)

See footnotes at end of table.

Table 6.—Imports of Principal Semimanufactures and Manufactures, Total and U.S. Share, 1959–62—Continued

[Quantity in units indicated; value in pesos, c.i.f.]

Import	From all countries		From United States			
	Quantity	Value	Quantity	Percent of total quantity	Value	Percent of total value
Ingots, billets, etc., aluminum:						
1959 ..... net kilograms..	2,999,669	8,981,000	2,649,406	88	7,711,657	86
1960 ..... do....	3,012,178	9,997,000	2,660,909	88	8,683,302	87
1961 ..... do....	3,375,773	12,042,000	2,576,077	76	8,772,845	73
1962 ..... do....	4,664,471	16,326,000	(1)	(1)	(1)	(1)
Naphthas, for stoves and cookers:						
1959 ..... gallons..	29,147	117,283	16,760	57	104,106	88
1960 ..... do....	126,457	608,603	126,457	100	608,603	100
1961 ..... do....	40,188,786	17,066,000	204,097	(2)	1,009,399	6
1962 ..... do....	61,101,602	27,572,000	(1)	(1)	(1)	(1)
Newsprint, 45 to 60 grams per square meter:						
1959 ..... net kilograms..	21,556,847	25,611,000	4,233,536	20	5,071,578	20
1960 ..... do....	33,079,193	38,389,798	4,688,176	14	5,598,242	15
1961 ..... do....	36,591,812	41,469,435	8,250,622	23	9,356,267	23
1962 ..... do....	45,608,331	54,150,000	(1)	(1)	(1)	(1)
Oils, lubricating:						
1959 ..... gallons..	8,262,915	36,479,000	7,092,093	86	32,861,930	90
1960 ..... do....	8,713,592	39,899,000	7,832,198	90	36,754,138	92
1961 ..... do....	10,093,298	46,965,000	8,549,315	85	40,957,774	87
1962 ..... do....	10,285,606	50,100,000	(1)	(1)	(1)	(1)
Paper, natural color or white or dyed, not in rolls or for printing:						
1959 ..... net kilograms..	20,610,687	38,517,000	8,289,403	40	16,460,844	43
1960 ..... do....	23,568,795	44,775,000	6,985,691	30	14,315,126	11
1961 ..... do....	22,969,151	44,037,626	4,949,189	22	10,151,382	23
1962 ..... do....	5,729,312	14,231,000	(1)	(1)	(1)	(1)
Paper, rolls, unworked, up to 30 grams per square meter:						
1959 ..... net kilograms..	3,219,206	8,513,000	1,618,213	50	5,414,114	64
1960 ..... do....	3,226,685	9,672,882	1,796,873	56	6,648,300	69
1961 ..... do....	4,534,273	13,970,000	2,500,335	55	9,305,718	67
1962 ..... do....	4,111,401	12,722,000	(1)	(1)	(1)	(1)
Paraffin:						
1959 ..... net kilograms..	19,832,361	20,414,530	13,599,474	69	14,426,472	71
1960 ..... do....	23,860,331	23,103,130	18,281,881	77	18,175,791	79
1961 ..... do....	28,469,601	27,079,936	18,006,987	63	17,468,764	65
1962 ..... do....	23,597,945	23,502,000	(1)	(1)	(1)	(1)
Parts, airplanes, except engines:						
1959 ..... net kilograms..	62,885	7,940,000	59,359	94	7,534,361	95
1960 ..... do....	86,269	10,226,000	83,262	97	9,376,828	92
1961 ..... do....	41,425	6,011,000	40,790	99	5,846,162	97
1962 ..... do....	155,788	16,702,000	(1)	(1)	(1)	(1)
Parts, automotive, for steering and transmission:						
1959 ..... net kilograms..	2,035,166	33,267,000	1,526,214	75	28,334,000	85
1960 ..... do....	2,618,021	41,220,000	1,792,144	68	34,196,224	83
1961 ..... do....	2,473,423	44,574,000	1,940,899	78	38,315,466	86
1962 ..... do....	2,849,943	51,227,000	(1)	(1)	(1)	(1)
Parts, automotive, such as wheels, axles, fuel tanks:						
1959 ..... net kilograms..	1,283,019	14,557,000	797,430	62	11,461,247	79
1960 ..... do....	2,083,161	21,959,000	1,408,888	68	17,662,896	80
1961 ..... do....	1,983,521	23,314,000	1,417,826	71	19,342,431	83
1962 ..... do....	2,320,553	27,043,000	(1)	(1)	(1)	(1)
Parts, tractors:						
1959 ..... net kilograms..	1,941,262	21,368,000	1,500,572	77	17,419,879	81
1960 ..... do....	2,856,898	30,307,000	2,148,813	75	23,059,263	76
1961 ..... do....	4,202,623	40,423,000	3,306,171	76	33,285,204	82
1962 ..... do....	2,544,565	29,957,000	(1)	(1)	(1)	(1)

See footnotes at end of table.

Table 6.—Imports of Principal Semimanufactures and Manufactures, Total and U.S. Share, 1959–62—Continued

[Quantity in units indicated; value in pesos, c.i.f.]

Import		From all countries		From United States			
		Quantity	Value	Quantity	Percent of total quantity	Value	Percent of total value
Pulp, chemical cellulose:							
1959	net kilograms	6,751,882	8,825,022	6,244,875	82	8,288,997	94
1960	do	6,211,764	8,190,270	4,073,321	66	5,259,931	64
1961	do	34,628,300	32,633,828	18,831,612	54	18,907,968	58
1962	do	41,534,231	41,049	(1)	(1)	(1)	(1)
Rubber, synthetic:							
1959	net kilograms	2,897,404	10,301,000	2,561,398	86	8,986,590	89
1960	do	6,503,580	22,612,000	5,693,603	87	19,185,680	89
1961	do	5,303,203	20,032,000	4,529,545	85	16,986,507	85
1962	do	7,245,536	26,942,000	(1)	(1)	(1)	(1)
Sheet, artificial resins:							
1959	net kilograms	2,195,421	9,691,000	1,340,220	61	6,277,102	65
1960	do	5,516,487	23,370,000	2,310,143	42	10,535,956	45
1961	do	7,159,750	27,896,000	2,561,081	36	9,635,405	35
1962	do	7,011,482	31,939,000	(1)	(1)	(1)	(1)
Sheet, iron or steel, cold-rolled:							
1959	net kilograms	21,092,029	24,266,000	9,921,172	42	12,341,121	41
1960	do	28,163,522	35,376,000	18,143,052	64	22,922,650	65
1961	do	22,321,952	26,152,000	10,672,502	48	13,750,252	53
1962	do	20,701,686	30,941,000	(1)	(1)	(1)	(1)
Sheet, iron or steel, galvanized:							
1959	net kilograms	20,304,268	26,991,000	2,065,506	10	3,109,526	12
1960	do	16,749,676	25,165,000	4,288,266	26	6,453,863	27
1961	do	26,275,194	36,381,000	2,706,023	10	4,068,002	11
1962	do	12,094,235	15,807,000	(1)	(1)	(1)	(1)
Sheet, iron or steel, hot rolled:							
1959	net kilograms	26,875,408	25,422,000	7,920,945	29	8,934,274	35
1960	do	41,655,321	43,096,000	14,818,041	36	17,247,989	40
1961	do	33,650,720	33,121,000	8,085,357	24	9,274,530	28
1962	do	26,567,186	26,318,000	(1)	(1)	(1)	(1)
Sheets, special steel:							
1959	net kilograms	598,843	3,596,000	251,033	42	2,012,670	56
1960	do	914,912	5,365,000	428,939	47	3,329,367	62
1961	do	2,108,252	7,373,000	448,986	21	2,917,551	41
1962	do	4,600,606	11,631,000	(1)	(1)	(1)	(1)
Soda, caustic:							
1959	net kilograms	8,364,390	4,921,000	7,732,191	92	4,552,267	93
1960	do	8,954,708	5,253,000	6,475,959	72	3,980,917	76
1961	do	12,386,659	5,337,000	7,499,140	61	3,424,298	64
1962	do	25,373,147	10,778,000	(1)	(1)	(1)	(1)
Tallow, denatured:							
1959	net kilograms	8,764,598	13,635,000	8,764,594	100	13,634,849	100
1960	do	10,233,444	14,304,000	10,108,780	99	14,122,238	99
1961	do	12,109,421	17,759,000	11,168,056	92	16,349,588	92
1962	do	16,059,872	23,485,000	(1)	(1)	(1)	(1)
Tinplate:							
1959	net kilograms	25,182,316	36,230,000	21,492,422	85	31,145,495	86
1960	do	27,924,944	41,964,000	19,426,152	70	29,457,280	70
1961	do	25,641,579	37,960,000	15,409,671	60	22,882,688	60
1962	do	26,726,428	39,032,000	(1)	(1)	(1)	(1)
Titanium, white:							
1959	net kilograms	1,202,447	4,027,000	445,749	37	1,529,214	37
1960	do	1,522,663	5,349,000	324,326	21	1,266,761	24
1961	do	1,772,519	6,174,000	406,534	23	1,526,675	25
1962	do	2,153,035	7,110,000	(1)	(1)	(1)	(1)

See footnotes at end of table.

Table 6.—Imports of Principal Semimanufactures and Manufactures, Total and U.S. Share, 1959–62—Continued

[Quantity in units indicated; value in pesos, c.i.f.]

Import	From all countries		From United States			
	Quantity	Value	Quantity	Percent of total quantity	Value	Percent of total value
Tubes, iron and steel, seamless:						
1959.....net kilograms..	6,771,227	12,210,000	2,245,780	33	4,653,360	38
1960.....do....	9,664,506	18,468,000	4,927,815	51	10,690,474	58
1961.....do....	5,792,669	13,071,000	4,641,440	80	10,626,145	81
1962.....do....	9,674,015	20,064,000	(1)	(1)	(1)	(1)
Tubes and pipes, processed for fittings only:						
1959.....net kilograms..	1,861,928	3,660,000	1,409,934	76	3,054,067	83
1960.....do....	5,327,622	9,781,000	1,412,836	27	3,162,302	32
1961.....do....	3,414,777	6,471,000	1,454,858	43	3,102,600	48
1962.....do....	4,707,698	8,905,000	(1)	(1)	(1)	(1)
Tubes and pipes, iron and steel, galvanized, lead or tin coated:						
1959.....net kilograms..	1,142,655	3,168,094	875,388	77	2,360,273	74
1960.....do....	842,976	2,063,602	652,910	77	1,777,769	86
1961.....do....	232,247	534,198	52,663	23	225,451	42
1962.....do....	(3)	(3)	(3)	(3)	(3)	(3)
Tubes and pipes, iron or steel, varnished, enameled, or witb protective coatings:						
1959.....net kilograms..	2,820,588	5,014,000	372,484	13	1,065,384	21
1960.....do....	4,243,966	7,559,000	522,731	13	1,553,062	21
1961.....do....	4,906,465	6,108,000	271,743	5	854,315	14
1962.....do....	4,495,907	7,552,000	(1)	(1)	(1)	(1)
Tubes and pipes, of steel or iron, in special form:						
1959.....net kilograms..	855,588	3,278,050	424,420	50	2,178,770	66
1960.....do....	518,542	2,021,297	468,947	92	1,687,019	83
1961.....do....	1,777,667	8,146,268	879,123	49	3,492,565	43
1962.....do....	380,203	2,236,000	(1)	(1)	(1)	(1)
Tubes, special, for oil and gas pipes:						
1959.....net kilograms..	(3)	(3)	(3)	(3)	(3)	(3)
1960.....do....	6,128	15,042	6,128	100	15,042	100
1961.....do....	14,363,781	23,568,487	837,895	6	6,497,224	28
1962.....do....	8,580,419	12,353,000	(1)	(1)	(1)	(1)
Typewriters, knocked down, including pieces for assembly:						
1959.....net kilograms..	108,191	3,802,000	16,968	16	704,602	19
1960.....do....	190,611	6,723,000	26,965	14	1,081,224	16
1961.....do....	263,434	9,768,000	51,761	20	2,150,687	22
1962.....do....	310,073	11,141,000	(1)	(1)	(1)	(1)
V iscose, thin sheets:						
1959.....net kilograms..	1,712,929	12,107,000	723,243	43	4,604,237	38
1960.....do....	1,665,030	12,468,000	419,723	25	3,544,431	28
1961.....do....	1,914,743	14,665,000	821,861	43	6,613,997	46
1962.....do....	2,083,999	16,654,000	(1)	(1)	(1)	(1)
Vitamins, pure:						
1959.....net kilograms..	22,184	6,079,000	17,549	79	5,060,147	83
1960.....do....	38,220	6,351,000	26,299	71	4,590,491	72
1961.....do....	60,221	7,579,000	35,484	58	5,153,465	68
1962.....do....	48,227	5,572,000	(1)	(1)	(1)	(1)
Wheat, semolina:						
1959.....net kilograms..	96,052,250	53,157,000	74,811,386	78	41,731,379	78
1960.....do....	86,149,820	49,754,000	86,149,820	100	49,754,000	100
1961.....do....	126,477,863	75,636,000	102,760,133	82	62,030,577	81
1962.....do....	135,290,090	88,110,000	(1)	(1)	(1)	(1)
Wire, copper:						
1959.....net kilograms..	1,394,836	7,988,000	712,852	52	4,382,383	55
1960.....do....	1,675,793	9,676,000	1,036,556	62	6,032,324	62
1961.....do....	2,625,622	14,151,000	1,743,558	62	9,148,678	65
1962.....do....	2,918,567	15,868,000	(1)	(1)	(1)	(1)

See footnotes at end of table.

Table 6.—Imports of Principal Semimanufactures and Manufactures, Total and U.S. Share, 1959–62—Continued

[Quantity in units indicated; value in pesos, c.i.f.]

Import	From all countries		From United States			
	Quantity	Value	Quantity	Percent of total quantity	Value	Percent of total value
Yarn, nylon, not for retail sale:						
1959.....net kilograms..	591,477	20,515,000	302,190	52	9,719,662	47
1960.....do....	596,803	18,784,000	398,148	67	12,442,393	66
1961.....do....	365,632	11,146,000	194,009	53	6,052,249	54
1962.....do....	66,460	2,385,000	(1)	(1)	(1)	(1)

[1] Data are to be available in *Anuario de Comercio Exterior de 1962* when issued.

[2] Less than 1 percent. [3] None.

NOTES: The terms "semimanufactured" and "manufactured goods" are taken from the Colombian classification of imports, as given in the *Anuario*. Conversion: US$1 averages 6.40 pesos in 1959; 6.59 in 1960; 6.70 in 1961; and 6.81 in 1962. 1 kilogram equals 2.2046 pounds; net weight is the weight of the goods without packing.

n, e. s.—not elsewhere specified.

Sources: Departamento Administrativo Nacional de Estadística, *Anuario de Comercio Exterior de 1959*, Bogotá, 1960; *Anuario de Comercio Exterior de 1960*, Bogotá, 1961; *Anuario de Comercial Exterior de 1961*, Bogotá, 1962; and *Boletín Mensual de Estadística*, Bogotá, April 1963.

Table 7.—Imports of Principal Capital Goods, Total and U.S. Share, 1959–62

[Quantity in units indicated; value in pesos]

Item	All countries		United States			
	Quantity	Value	Quantity	Percent of total quantity	Value	Percent of total value
Airplanes, including helicopters:						
1959.....units..	68	23,093,000	65	96	22,621,586	93
1960.....do....	47	15,982,000	40	85	12,435,318	78
1961.....do....	40	76,853,000	39	98	76,824,320	99
1962.....do....	50	13,922,000	(1)	(1)	(1)	(1)
Apparatus, electric current control:						
1959.....net kilograms..	180,671	4,188,614	37,507	21	1,267,220	30
1960.....do....	110,129	4,146,427	77,910	71	3,274,902	81
1961.....do....	390,576	9,986,178	133,213	34	4,740,068	47
1962.....do....	547,488	17,838,000	(1)	(1)	(1)	(1)
Apparatus, electrical ignition, for internal combustion engines, including spark plugs:						
1959.....net kilograms..	269,938	9,863,255	213,045	79	8,480,430	85
1960.....do....	335,145	13,208,000	254,924	76	11,156,970	84
1961.....do....	353,771	12,801,000	273,361	77	10,749,766	84
1962.....do....	340,785	12,335,000	(1)	(1)	(1)	(1)
Apparatus, heating and cooling, not elsewhere specified:						
1959.....net kilograms..	34,901	676,968	27,260	80	488,904	72
1960.....do....	305,204	3,851,648	232,321	76	2,396,861	62
1961.....do....	230,492	4,389,302	202,312	87	3,640,170	83
1962.....do....	553,013	9,409,000	(1)	(1)	(1)	(1)
Apparatus, machines, and mechanical instruments, not elsewhere specified:						
1959.....net kilograms..	162,519	3,427,128	51,984	32	1,121,473	33
1960.....do....	338,219	5,928,143	148,893	44	2,220,080	37
1961.....do....	416,109	7,773,621	125,871	30	2,860,556	27
1962.....do....	576,875	12,053,000	(1)	(1)	(1)	(1)
Apparatus, parts and components, milk pasteurization:						
1959.....net kilograms..	17,842	556,646	4,178	23	159,373	29
1960.....do....	42,544	1,453,038	29,606	70	1,004,358	70
1961.....do....	61,401	1,706,610	26,971	44	709,483	42
1962.....do....	481,646	6,905,000	(1)	(1)	(1)	(1)

See footnotes at end of table.

Table 7.—Imports of Principal Capital Goods, Total and U.S. Share, 1959–62—Continued

[Quantity in units indicated; value in pesos]

Item	All countries		United States			
	Quantity	Value	Quantity	Percent of total quantity	Value	Percent of total value
Apparatus, petrochemical:						
1959.....net kilograms..	(3)	(3)	(3)	(3)	(3)	(3)
1960.....do....	697	15,792	697	100	15,792	100
1961.....do....	1,872,494	19,293,737	1,427,927	76	15,190,598	77
1962.....do....	4,357,451	53,011,000	(1)	(1)	(1)	(1)
Apparatus, telephone:						
1959.....net kilograms..	1,112,554	36,857,000	102,211	9	7,831,571	21
1960.....do....	713,924	22,652,000	56,784	8	1,428,907	6
1961.....do....	694,815	27,591,000	21,668	3	1,704,918	6
1962.....do....	1,143,146	44,560,000	(1)	(1)	(1)	(1)
Boilers, steam:						
1959.....net kilograms..	614,251	5,992,000	487,234	79	4,845,544	81
1960.....do....	901,967	7,342,000	753,189	83	5,723,307	78
1961.....do....	2,330,183	18,774,000	711,554	31	7,285,003	39
1962.....do....	356,903	3,625,000	(1)	(1)	(1)	(1)
Cars, railroad, non passenger, including flatcars:						
1959.....units..	30	1,976,416	(3)	(3)	(3)	(3)
1960.....do....	184	3,094,224	124	67	344,557	11
1961.....do....	154	8,111,864	2	1	6,010	(2)
1962.....do....	306	7,622,000	(1)	(1)	(1)	(1)
Chassis for buses, trucks, and other automotive vehicles except automobiles and jeeps:						
1959.....units..	1,833	36,112,570	1,824	99	35,965,895	99
1960.....do....	2,216	49,973,000	2,211	99	49,814,246	99
1961.....do....	834	18,456,000	834	100	18,455,645	100
1962.....do....	1,265	28,959,000	(1)	(1)	(1)	(1)
Compressors:						
1959.....net kilograms..	484,177	9,008,000	422,980	87	7,874,760	87
1960.....do....	621,174	12,599,000	412,694	66	8,732,990	61
1961.....do....	754,303	14,644,000	492,858	65	10,318,756	70
1962.....do....	844,082	17,327,000	(1)	(1)	(1)	(1)
Cultivators:						
1959.....net kilograms..	1,347,580	7,811,000	913,891	68	5,493,549	70
1960.....do....	1,974,121	10,967,000	1,078,486	55	6,054,151	55
1961.....do....	1,377,280	7,659,000	629,270	46	3,875,323	54
1962.....do....	1,763,186	10,798,000	(1)	(1)	(1)	(1)
Equipment, earthmoving, and parts:						
1959.....net kilograms..	1,411,558	20,637,000	1,219,065	86	18,004,301	90
1960.....do....	3,461,708	49,231,000	2,679,780	77	39,319,141	80
1961.....do....	2,196,801	37,590,000	1,845,045	84	32,826,998	87
1962.....do....	3,671,542	51,862,000	(1)	(1)	(1)	(1)
Equipment, excavating:						
1959.....net kilograms..	358,033	4,092,465	350,021	98	3,929,441	80
1960.....do....	1,804,047	13,533,000	1,612,105	89	11,500,150	85
1961.....do....	1,210,102	12,166,000	1,061,099	88	10,849,406	89
1962.....do....	552,278	6,525,000	(1)	(1)	(1)	(1)
Furnaces, industrial:						
1959.....net kilograms..	522,644	2,761,000	398,185	76	727,302	26
1960.....do....	438,592	2,867,000	273,951	62	2,034,398	71
1961.....do....	1,494,164	8,404,000	264,826	18	1,570,434	19
1962.....do....	665,850	5,455,000	(1)	(1)	(1)	(1)
Generators, electric:						
1959.....net kilograms..	658,514	10,587,000	237,650	36	4,775,996	45
1960.....do....	5,820,499	55,154,000	225,412	4	4,867,351	9
1961.....do....	5,223,141	59,692,000	340,633	7	7,229,119	12
1962.....do....	1,550,049	28,781,000	(1)	(1)	(1)	(1)

See footnotes at end of table.

Table 7.—Imports of Principal Capital Goods, Total and U.S. Share, 1959–62—Continued

[Quantity in units indicated; value in pesos]

Item	All countries		United States			
	Quantity	Value	Quantity	Percent of total quantity	Value	Percent of total value
Gins, cotton:						
1959 ..... net kilograms..	219,105	3,189,497	219,105	100	3,189,497	100
1960 ..... do....	85,018	1,385,450	85,018	100	1,385,450	100
1961 ..... do....	435,445	6,581,335	426,590	91	6,446,484	98
1962 ..... do....	504,009	9,169,000	(1)	(1)	(1)	(1)
Harvesters and harvester-thresher:						
1959 ..... net kilograms..	560,472	5,611,000	427,916	76	4,396,597	78
1960 ..... do....	408,927	3,849,000	253,130	62	2,371,132	62
1961 ..... do....	727,585	8,000,000	363,917	50	3,898,310	50
1962 ..... do....	411,971	4,737,000	(1)	(1)	(1)	(1)
Hoists, conveyors:						
1959 ..... net kilograms..	914,844	8,850,000	553,990	60	5,348,952	60
1960 ..... do....	1,159,778	12,836,000	479,040	41	5,868,655	46
1961 ..... do....	1,913,527	19,616,000	755,821	39	6,098,645	31
1962 ..... do....	1,764,299	23,767,000	(1)	(1)	(1)	(1)
Jeeps:						
1959 ..... units..	1,531	16,755,650	613	40	6,562,656	39
1960 ..... do....	1,831	23,873,000	266	15	2,652,821	10
1961 ..... do....	3,205	43,213,000	363	11	4,271,638	10
1962 ..... do....	3,396	42,689,000	(1)	(1)	(1)	(1)
Locomotives, electric and diesel electric:						
1959 ..... units..	3	3,278,676	1	33	919,162	28
1960 ..... do....	13	6,029,000	7	54	5,677,461	94
1961 ..... do....	25	18,854,000	23	92	18,780,690	99
1962 ..... do....	12	2,191,000	(1)	(1)	(1)	(1)
Looms, shuttle, and parts:						
1959 ..... net kilngrams..	709,104	4,194,892	574,092	81	2,853,231	71
1960 ..... do....	2,107,558	18,800,000	1,196,888	57	11,604,247	62
1961 ..... do....	1,066,570	10,100,000	408,789	38	3,809,897	38
1962 ..... do....	454,111	5,014,000	(1)	(1)	(1)	(1)
Machines, accounting:						
1959 ..... units..	134	1,404,669	66	49	950,085	67
1960 ..... do....	433	7,392,640	248	57	3,946,770	53
1961 ..... do....	580	6,624,185	26	4	602,442	9
1962 ..... do....	738	14,798,000	(1)	(1)	(1)	(1)
Machines, calculating:						
1959 ..... units..	135	735,454	30	41	442,039	60
1960 ..... do....	930	2,193,127	8	72	254,032	12
1961 ..... do....	2,657	5,568,000	2	57	1,299,097	23
1962 ..... do....	1,605	5,362,000	(1)	(1)	(1)	(1)
Machinery, printing, including presses:						
1959 ..... net kilograms..	310,641	5,665,000	49,654	16	1,841,795	32
1960 ..... do....	631,422	13,008,000	46,188	7	2,613,638	20
1961 ..... do....	858,576	16,727,000	327,870	38	7,628,311	46
1942 ..... do....	443,436	10,004,000	(1)	(1)	(1)	(1)
Machinery, spinning textile:						
1959 ..... net kilograms..	283,420	2,408,681	227,282	80	1,569,181	65
1960 ..... do....	1,252,220	17,504,000	617,097	49	7,920,205	45
1961 ..... do....	712,020	9,273,000	65,907	9	759,551	8
1962 ..... do....	133,166	1,862,000	(1)	(1)	(1)	(1)
Machinery and apparatus, for preparing textiles (for washing, carding, etc.):						
1959 ..... net kilograms..	797,224	3,998,820	621,397	79	2,862,550	72
1960 ..... do....	1,561,809	12,704,000	808,913	51	6,209,965	56
1961 ..... do....	813,769	11,048,000	264,271	32	3,427,914	31
1962 ..... do....	853,711	10,181,000	(1)	(1)	(1)	(1)

See footnotes at end of table.

Table 7.—Imports of Principal Capital Goods, Total and U.S. Share, 1959–62—Continued

[Quantity in units indicated; value in pesos]

Item	All countries		United States			
	Quantity	Value	Quantity	Percent of total quantity	Value	Percent of total value
Machinery and parts for pulp, paper, and cardboard:						
1959.....net kilograms..	337,664	5,601,000	240,458	71	4,160,688	72
1960.....do....	4,090,143	37,191,000	2,929,402	72	25,546,403	69
1961.....do....	1,258,756	24,976,000	825,435	66	19,028,943	76
1962.....do....	600,520	9,352,000	(1)	(1)	(1)	(1)
Machine tools, metalworking:						
1959.....net kilograms..	2,671,485	23,725,000	1,476,309	55	10,265,481	43
1960.....do....	3,337,379	35,080,280	1,501,893	45	12,411,872	35
1961.....do....	3,454,689	43,092,501	894,745	26	14,520,016	34
1962.....do....	2,674,728	35,063,000	(1)	(1)	(1)	(1)
Meters, electric and water:						
1959.....net kilograms..	340,719	8,073,501	23,105	7	1,055,758	13
1960.....do....	365,659	8,431,259	51,530	14	1,490,770	18
1961.....do....	326,995	7,472,222	61,334	19	1,367,294	18
1962.....do....	353,863	9,174,000	(1)	(1)	(1)	(1)
Motors, electric:						
1959.....net kilograms..	622,377	9,878,408	239,942	39	5,374,281	54
1960.....do....	853,145	10,445,000	278,136	50	5,955,906	57
1961.....do....	808,271	14,403,000	326,572	40	7,018,362	49
1962.....do....	1,097,541	20,057,000	(1)	(1)	(1)	(1)
Motors, internal combustion, and parts and components:						
1959.....net kilograms..	5,668,114	122,699,000	3,634,386	64	98,287,061	80
1960.....do....	6,330,192	137,869,000	4,445,686	70	108,880,513	78
1961.....do....	6,151,568	127,964,000	4,236,400	69	101,108,550	79
1962.....do....	6,149,596	148,311,000	(1)	(1)	(1)	(1)
Pumps, centrifugal and other:						
1959.....net kilograms..	1,869,408	23,403,000	1,314,878	70	17,682,260	76
1960.....do....	1,923,472	29,612,000	1,267,382	66	21,930,766	74
1961.....do....	1,242,051	20,841,000	908,955	73	16,691,534	80
1962.....do....	1,709,265	27,472,000	(1)	(1)	(1)	(1)
Roadrollers						
1959.....units..	2	22,500	100	2	22,500	100
1960.....do....	86	4,498,688	79	68	4,140,745	92
1961.....do....	46	1,987,950	41	19	1,132,549	57
1962.....do....	151	6,735,000	(1)	(1)	(1)	(1)
Structures, iron and steel:						
1959.....net kilograms..	1,621,253	5,763,000	14	224,775	1,166,573	20
1960.....do....	1,072,838	3,117,195	24	257,993	1,003,083	32
1961.....do....	4,720,601	9,164,000	22	1,047,999	2,784,316	30
1962.....do....	3,711,231	9,267,000	(1)	(1)	(1)	(1)
Tractors, agricultural:						
1959.....units..	1,844	40,645,636	723	39	23,542,580	58
1960.....do....	2,428	56,978,399	637	26	31,107,352	55
1961.....do....	1,930	52,763,000	519	27	32,135,247	61
1962.....do....	1,905	50,584,000	(1)	(1)	(1)	(1)
Tractors other than agricultural:						
1959.....units..	149	4,810,043	100	67	2,324,699	48
1960.....do....	237	11,598,000	141	59	9,951,833	86
1961.....do....	134	10,383,000	83	69	9,460,970	91
1962.....do....	476	20,060,000	(1)	(1)	(1)	(1)
Transformers, electric:						
1959.....net kilograms..	1,333,318	12,877,000	394,322	29	4,635,964	36
1960.....do....	1,106,978	12,504,000	398,291	36	5,039,696	40
1961.....do....	2,189,606	22,153,000	426,737	19	4,625,950	21
1962.....do....	2,834,849	25,994,000	(1)	(1)	(1)	(1)

See footnotes at end of table.

Table 7.—Imports of Principal Capital Goods, Total and U.S. Share, 1959–62—Continued

[Quantity in units indicated; value in pesos]

Item	All countries		United States			
	Quantity	Value	Quantity	Percent of total quantity	Value	Percent of total value
Trucks and station wagons:						
1959 ..... units	6,149	101,005,000	6,055	98	99,459,034	98
1960 ..... do	6,534	135,374,000	6,310	97	129,308,173	95
1961 ..... do	1,028	31,396,000	891	87	26,975,130	86
1962 ..... do	1,314	33,914,000	(1)	(1)	(1)	(1)
Turbines, steam:						
1959 ..... net kilograms	92,747	3,318,399	86	78,785	3,116,670	94
1960 ..... do	163,739	6,539,722	99	162,565	6,456,951	99
1961 ..... do	110,665	2,315,332	25	27,687	1,132,640	49
1962 ..... do	334,384	8,030,000	(1)	(1)	(1)	(1)

[1] Data are to be available in *Anuario de Comercion Exterior de 1962* when issued. [2] Less than 1 percent. [3] None.

NOTES: The term "capital goods" is taken from the Colombian classification of imports as given in the *Anuario*.
Conversion: US$1 averages 6.40 pesos in 1959, 6.59 in 1960, 6.70 in 1961, and 6.81 in 1962.

Sources: Departamento Administrativo Nacional de Estadística, *Anuario de Comercio Exterior de 1959*, Bogotá, 1960; *Anuario de Comercio Exterior de 1960* Bogotá, 1961; *Anuario de Comercio de 1961*, Bogotá, 1962; and *Boletín Mensual de Estadística*, Bogotá, April 1963.

Table 8.—Imports of Principal Nondurable Consumer Goods, 1961–62 and First 9 Months of 1963

[Quantity in units indicated; value in thousands of U.S. dollars, c.i.f.]

Item	1961		1962		First 9 months 1963	
	Quantity	Value	Quantity	Value	Quantity	Value
Anesthetics, general or local, in special containers ..... kilograms	47,490	318	47,467	397	58,981	409
Antiobiotics in any form, in measured doses ..... do	73,361	1,566	34,579	749	16,891	355
Antitoxins and other immunizing serums ..... do	4,050	218	4,054	174	(1)	(1)
Cigarettes ..... packs	16,970,883	1,582	11,122,929	1,018	4,690,807	448
Disinfectants and insecticides and similar preparations ..... kilograms	14,714,210	10,265	8,915,767	7,223	4,831,082	3,549
Films, x-ray ..... do	78,115	493	65,077	400	94,384	579
Lubricants prepared with oils and grease ..... do	1,846,920	713	228,534	840	1,325,570	544
Other films, celluloid or similar, sensitized for photography ..... do	95,286	751	(1)	(1)	80,543	701

1 kilogram equals 2.2046 pounds net weight is the weight of the goods without packing.

Source: *Boletín Mensual de Estadística*, Bogotá, April and January 1964.

Table 9.—Imports of Principal Durable Consumer Goods, 1961–62 and First 9 Months of 1963

[Quantity in units indicated; value in thousands of U.S. dollars, c.i.f.]

Item	1961		1962		First 9 months 1963	
	Quantity	Value	Quantity	Value	Quantity	Value
Automobiles ..... units	13,188	24,129	2,191	3,548	480	1,060
Apparatus, radiological, for medical use, including X-rays ..... kilograms	97,555	1,000	104,644	1,159	6,723	679
Books	168,863	359	123,217	345	112,735	245
Equipment, airconditioning ..... kilograms	222,047	634	166,996	511	66,583	241
Equipment, teaching and laboratory ..... do	93,307	541	127,018	762	74,637	514
Machines, sewing, without cover to table ..... units	44,914	2,536	13,000	773	13,473	789
Machines, adding ..... do	6,517	663	6,497	735	495	96
Pliers, pincers, etc ..... kilograms	358,098	866	395,293	968	366,634	954
Receivers, radio ..... units	35,394	947	27,056	577	75,558	987
Shells, shotgun, revolver ..... kilograms	289,610	516	317,239	615	207,245	368
Tires ..... units	60,908	788	219,367	867	31,224	559

Source: *Boletín Mensual de Estadística*, Bogotá, April and January 1964.

Table 10.—Imported Goods, Projections, 1963–65

[Millions of U.S. dollars]

Imported goods	Projections by Development Plan			Revised projections by Committee of Nine		
	1963	1964	1965	1963	1964	1965
Consumer goods	72	72	73	72	72	73
Semiprocessed products and fuels	241	246	250	250	250	250
Capital goods	312	341	347	350	390	415
Unclassified	5	5	5	5	5	5
Value, c.i.f., total	630	664	675	677	717	743

Source: Committee of Nine, Organization of American States, *Evaluation of the General Economic and Social Development Plan of Colombia by the Committee of Nine, Alliance for Progress*, Washington, D.C., July 1962, p. 100.

Table 11.—Imports of Manufactured Products, Projections 1964 and 1970

[Millions of U.S. dollars, c.i.f.]

Product	1964	1970
Beverages	1.3	1.5
Chemicals	122.8	120.0
Clothing and footwear	.5	.6
Foods	1.7	1.6
Leather	.5	.6
Metals, basic	54.3	77.3
Metals, fabricated	245.7	286.7
Passenger cars	11.0	23.0
Transportation equipment	81.8	93.0
Nonmetallic minerals, products of	6.2	6.9
Paper and pulp	15.0	14.7
Petroleum and coal derivatives	30.2	17.9
Printing machinery, related products	1.1	1.7
Rubber	5.0	6.6
Textiles	5.1	2.0
Tobacco	1.5	.5
Wood and cork, wood furniture	2.5	2.5
Others	12.0	21.0
Total	598.2	678.1

Source: *Development Plan*, part 2, table VI–10, p. 114.

NOTE: Manufactured goods consist of consumer, intermediate, and capital goods. *Development Plan*, part 2, p. 116.

Table 12.—Imports of Agricultural Products From the United States, by Groups, 1961–62

[Thousands of U.S. dollars]

Group	1961	1962
Animals and products	501	733
Grains and preparations	17,297	13,182
Vegetables and preparations	1,307	10
Fruits and preparations	14	23
Vegetable oils and oilseeds	10,653	13,442
Cotton and linters	36	229
Others	2,356	1,691
Total	32,164	29,310

Source: Departamento Administrativo Nacional de Estadística, Bogotá.

Table 13.—Imports of Principal Chemical and Pharmaceutical Products, 1961–62

[Quantity in units indicated; value in thousands of U.S. dollars, c.i.f.]

Item	1961		1962	
	Quantity	Value	Quantity	Value
Accelerators, vulcanization				
kilograms	196,227	298	191,856	262
Acid, acetic ...do...	.....	112	.....	118
Acid, citric ...do...	466,691	270	541,286	284
Amines derived from benzene and naphthalene hydrocarbons and their salts ...do...	245,141	978	284,523	953
Amines, amides, and other aliphatic organic compounds ...do...	443,467	568	512,941	582
Anesthetics, general or local, in special containers ...do...	47,490	318	47,467	397
Antibiotics, pure ...do...	35,751	3,907	36,586	3,262
Antibiotics in any form, in measured doses ...do...	73,361	1,556	34,579	749
Antitoxins and other immunizing serums ...do...	4,050	218	4,054	174
Black, lamp, and other mineral and vegetable black, not processed ...do...	3,602,169	986	4,825,241	1,328
Blocks, artificial resins ...do...	797,687	548	314,532	295
Calcium carbide ...do...	2,892,358	439	1,952,349	305
Cellulose powder derivatives, ...do...	3,905,069	3,128	2,023,360	1,650
Chemicals for making disinfectants and insecticides, not for retail sale, n.e.s ...do...	1,150,751	1,227	1,747,774	2,285
Chemical products and preparations, n.e.s ...do...	4,005,372	2,227	3,891,957	2,438
Chromium sulfate ...do...	1,094,879	272	1,185,567	302
Coal tar coloring materials ...do...	1,005,938	3,329	958,026	3,287
Colophony and Coumarone resins ...do...	2,099,242	700	2,979,492	850
Colors, ceramic ...do...	508,468	338	489,542	367
Compounds, heterocyclical and organic, n.e.s ...do...	127,851	1,422	396,033	1,749
Disinfectants and insecticides and similar preparations ...do...	14,714,210	10,265	8,915,767	7,223
Dodecylbenzene ...do...	1,352,729	354	1,538,435	400
Essences, mixtures of, for manufacture of beverages ...do...	95,010	370	81,633	315
Explosives ...do...	1,393,322	642	3,055,723	1,337
Fertilizers, chemical ...do...	165,848,708	13,171	169,095,256	13,365
Films, celluloid or similar, sensitized for photography ...do...	78,115	493	65,077	400
Films and plates, sensitized, photographic ...do...	95,286	751	90,481	744
Glycols ...liters...	483,552	267	927,724	385
Hormones and their synthetic substitutes ...kilograms...	2,412	1,264	1,126	1,470
Hydrogen peroxide ...do...	685,369	288	623,972	233
Hydrosulfite, sodium ...do...	735,929	297	1,053,662	418
Inks, printing ...do...	108,232	228	93,939	230
Ketones, aliphatic ...do...	1,376,864	469	1,640,624	492
Lubricants prepared with oils and greases ...do...	1,846,920	713	2,218,534	840
Materials, artificial plastic, based on phenols, pure ...do...	424,771	314	173,826	172
Materials, artificial plastic, based on phenols, prepared for molding or rolling ...do...	1,227,605	798	1,205,552	750
Materials, artificial plastic, based on phenols, in emulsions, dispersions, and solutions modified by natural or synthetic resins ...do...	1,048,464	597	691,030	472
Movie films, positives ...meters...	7,341,188	445	5,663,322	330

See footnote at end of table.

Table 13.—Imports of Principal Chemical and Pharmaceutical Products, 1961–62—Con.

[Quantity in units indicated; value in thousands of U.S. dollars, c.i.f.]

Item	1961		1962	
	Quantity	Value	Quantity	Value
Nitrocellulose, pure or plasticized kilograms..	350,119	248	299,695	203
Organo-therapeutic products, n.e.s. do....	18,275	273	15,580	277
Oxides and salts, ether, aliphatic and aromatic.....do....	2,363,726	1,437	2,306,493	1,259
Oxides, zinc.....do....	1,029,639	338	1,228,872	375
Papers and cards for photography, sensitized or not.....do....	238,168	520	336,341	695
Paraffin.....do....	28,469,601	4,042	23,597,945	3,438
Phenols derived from hydrocarbons of the benzene and naphthalene series, whether or not halogenated, nitrated, and sulfonated, including phenolates, n.e.s. do....	89,233	229	151,031	262
Pigments for finishing leather and colors for textiles.....do....	165,128	285	90,669	134
Polyethylene.....do....	.....	1,225	.....	1,110
Rennet.....do....	9,716	236	8,315	249
Rubber, synthetic.....do....	5,146,629	254	6,086,808	330
Salts of hypophosphorus, phosphorus, and phosphoric acid do....	2,586,699	569	3,458,361	712
Sheets, artificial resins.....do....	7,159,750	4,164	7,011,482	4,695
Sheets, based on phenols, thickness less than 5 millimeters, not processed.....do....	118,046	215	124,462	222
Sheets, thin, cellulose.....do....	128,156	189	133,314	176
Soda, caustic.....do....	12,386,659	797	25,373,147	1,600
Sodium carbonate.....do....	5,146,629	254	6,086,808	330
Tanning materials, synthetic do....	644,378	253	669,792	245
Titanium, white.....do....	1,772,519	922	2,153,035	1,058
Viscose.....do....	1,914,743	2,189	2,083,999	2,421
Vitamins, pure.....do....	60,221	1,131	48,227	816
Vitamins and antibiotics, superconcentrates, for preparation of animal feeds.....do....	481,543	546	583,391	497
Wine, medicinal.....do....	62,498	423	1,948	16

n.e.s.—not elsewhere specified.

Source: Departamento Administrativo Nacional de Estadística, *Boletín Mensual de Estadística*, Bogotá, April 1963.

Table 14.—Gross Value of Chemical and Pharmaceutical Production, 1958–59, and Projections, 1970

[Millions of pesos at 1958 prices]

Item	1958	1959	1964	1970
Acid, acetic.....	(1)	(1)	3.0	4.5
Acids, fatty.....	(1)	(1)	43.6	46.4
Acids, sulfuric.....	3.8	5.3	6.1	52.2
Alcohol, ethyl.....	15.5	17.3	35.4	55.4
Alkalis.....	14.3	18.7	48.0	68.4
Benzene.....	(1)	(1)	(1)	7.0
Black, lamp.....	(1)	(1)	(1)	5.4
Candles.....	24.0	24.5	25.2	25.2

See footnote at end of table.

Table 14.—Gross Value of Chemical and Pharmaceutical Production, 1958–59, and Projections, 1970—Continued

[Millions of pesos at 1958 prices]

Item	1958	1959	1964	1970
Chlorine.....	.5	.5	1.2	1.8
Detergents.....	27.4	34.3	49.4	96.3
Explosives and matches.....	17.9	18.2	33.5	37.6
Fertilizers, nitrogenous.....	(1)	(1)	164.3	164.3
Fertilizers, phosphorous.....	5.7	6.1	36.3	107.8
Fertilizers, potassium.....	(1)	(1)	12.1	17.3
Fibers, artificial.....	47.1	25.1	46.0	356.2
Formaldehyde.....	(1)	(1)	12.1	17.3
Hydrogen peroxide.....	(1)	(1)	2.4	7.2
Materials for tanning, curing, coloring	4.9	5.0	16.3	19.3
Paints.....	42.1	44.6	59.8	84.9
Paraffin.....	(1)	(1)	(1)	28.7
Pesticides.....	5.8	6.0	68.7	113.5
Pharmaceuticals.....	206.3	222.8	271.4	419.3
Plastics and cellophane.....	(1)	1.5	45.8	100.0
Soaps.....	114.7	117.0	142.2	179.1
Toilet articles.....	44.0	45.8	55.4	69.8

[1] No production.

Source: *Development Plan, part II*, Industria, 1962, p. 314.

Table 15.—Imports of Principal Chemical and Pharmaceutical Products, Projections, 1964 and 1970

[Quantity in tons; value in thousands of U.S. dollars, c.i.f.]

Item	1964		1970	
	Quantity	Value	Quantity	Value
Alkalis.....	50	8	60	9
Detergents.....	5,830	1,380	11,480	2,719
Explosives, matches, and related products.....	157	778	204	1,011
Fertilizers, phosphorous.....	56,700	8,745	86,600	5,901
Fertilizers, potassium.....	22,900	2,290	38,700	3,870
Fibers, artificial.....	6,700	[1] 32,475	4,000	[1] 10,906
Hydrogen peroxide.....	700	440	(2)	(2)
Methanol.....	1,960	479	2,310	566
Paints.....	12,700	9,410	16,400	13,460
Pesticides.....	11,880	4,906	19,000	8,580
Pharmaceuticals.....	(2)	18,056	(2)	20,766
Plastics, cellophane, including cellulose acetate.....	16,280	12,306	21,780	16,263
Pulp, chemical, for rayon and cellophane.....	4,862	996	4,862	996
Rubber, lamp black, and related products.....	14,500	7,591	5,000	9,359
Tar and related products.....	2,571	1,162	4,676	1,122
Subtotal.....	.....	102,830	.....	97,875
Others.....	.....	20,010	.....	22,125
Total.....	.....	122,840	.....	120,000

[1] Includes estimates of types of imports hitherto not compiled statistically

[2] Data are not available.

Source: *Development Plan*, part II, Industria, Bogotá 1962, p. 315.

Table 16.—Steel Products, Imports and Production, 1959–60

[Thousands of metric tons]

Item	Imports		Production	
	1959	1960	1959	1960
Flat products	74.9	80.4	.....	.....
Rolled products	4.9	12.1	101.5	102.4
Tinplate	25.2	27.9	.....	.....
Rails	.1	.5	3.6	8.6
Tubes	16.8	23.3	.....	.....
Wire, barbed	.9	22.1	3.9	6.0
Total	122.8	166.3	109.0	117.0

Source: *Plan General de Desarrollo Económico y Social, Industria, 1962*, Bogotá, p. 84.

Table 17.—Imports of Transportation Equipment, 1961–62

Item	1961		1962	
	Units	Value (millions of pesos)	Units	Value (millions of pesos)
Airplanes, including helicopters	40	76.8	50	13.9
Automobiles	13,188	161.6	2,191	23.9
Trucks, station wagons, including chassis	1,028	31.4	1,314	33.9
Jeeps	3,205	43.2	3,396	42.6
Locomotives, electric and diesel	25	18.8	12	2.2
Other locomotives	[1]	12.5	[1]	.2
Railroad cars not for passenger use	154	8.1	306	7.6
Tractors, agricultural	1,930	52.7	1,905	50.5

[1] Data not available.

Source: *Boletín Mensual de Estadística*, Bogotá, April 1963.

Conversion: US$1 averages 6.70 pesos in 1961 and 6.81 pesos in 1962.

Table 18.—Electric Power Projects of Empresa De Energía Eléctrica de Bogotá, Colombia, 1963

Project	Location	Type	Capacity (kw.)	Financing	Estimated completion
El Calegio unit No. 1	Bogotá River	Hydro	50,000	IBRD	December 1964
Zipaquirá unit No. 2	Zipaquirá	Steam	33,000	.....do	January 1964
El Colegio unit No. 2	Bogotá River	Hydro	50,000	.....do	June 1965
El Colegio unit No. 3	.....do	.....do	50,000	.....do	December 1965
Canoas	.....do	.....do	42,000	IBRD request	January 1968
El Colegio unit No. 4	.....do	.....do	50,000	.....do	June 1968
El Colegio unit No. 5	.....do	.....do	50,000	.....do	December 1968
El Colegia unit No. 6	.....do	.....do	50,000	.....do	June 1969

This company also planned a third unit at the Zipaquirá station of 37,500 kw. Completion date required is 1965. Another possible project for this utility is an additional 40,000 kw. (2 x 20,000 kw.) hydroelectric project at Troneras on the Bogotá River.

The Bata River hydroelectric project is also presently under study by the company. First stage development would be approximately 200,000 kw. with operation possible by 1968.

The J. G. White Co. has been retained as engineering consultants on all thermal plants. Another possible project, dependent on whether or not a refinery is built in the Bogotá area is a steamplant at La Dorada. This plant would have capacity of approximately 400,000 kw. and be bunker C oil-fired.

Source: U.S. Department of Commerce, Business and Defense Services Administration, *Power and Electrical Equipment Survey of South America*, July 18 1963. Mimeographed.

NOTE: IBRD means International Bank for Reconstruction and Development, Washington, D.C.

Table 19.—Electric Power Projects of Instituto de Aprovechamiento de Aguas y Fomento Eléctrico and Affiliated Companies and Subsidiaries, 1963

Name of company	Project	Location	Type	Capacity (kw.)	Financing	Estimated cost—Foreign exchange	Estimated completion
Electrificadora de Bolívar, Cartagena, Colombia, General Manager Dr. Jamie Gonzáles.	Cospique (awarded to M.A.N.).	Cartagena area.	Steam	2 x 12,500	IBRD	$5 million	Unit 1—December 1964. Unit 2—December 1965.
	[1]	Cartagena area	Gas turbine	6 to 10,000	[1]	$1 million	January 1964
Electrificadora del Atlántico, Barranquilla.	City-plant	Barranquilla	Gas turbines (awarded 1 each Westinghouse and General Electric).	2 x 12,000	Supplier	[1]	March 1964

See footnotes at end of table.

Table 19.—Electric Power Projects of Instituto de Aprovechamiento de Aguas y Fomento Eléctrico and Affiliated Companies and Subsidiaries, 1963—Continued

Name of company	Project	Location	Type	Capacity (kw.)	Financing	Estimated cost—Foreign exchange	Estimated completion
Electrificadora del Atlantico, Barranquilla—Continued	City-plant	Barranquilla	Gas turbines	2 x 12,000	EXIM request	(1)	October 1964
	Magangué thermo power station.	North Atlantic coast.	Steam	360,000	Feasibility study financing requested from AID.	$60 million (total cost).	1970
Centrals Electricas del Norte de Santander.	Tibu—third unit to Swiss. Supplier financed.	Near Cucuta	Thermal	30,000 kw. (5 x 6,000 kw.)	EXIM request	$1 million for transmission and distribution equipment.	1965
Central Hidroelectrica del Río Lebrija.	Barranca-Bermeja.	Near Bucaramanga.	do	91,200 total 1st stage 2 x 12.6 mw. 2d stage 1 x 33 mw. 3d stage 1 x 33 mw.	(1)	First stage foreign exchange component is $5 million.	1964 1966 1969
Electrificadora de Córdoba.	Chinu-gas		do	2 x 5.5 mw. 2 x 6.5 mw. gas turbines.	EXIM request.	$2.2 million (total cost).	1964
Electrificadora de Boyacó.	Paipa station		do	1 x 33,000 kw. Supplier.		(1)	1967

. Many smaller diesel-electric units required in small towns and villages.

[1] Not available.

Source: U.S. Department of Commerce, Business and Defense Services Administration, *Power and Electrical Equipment Survey of South America*, July 18, 1963. Mimeographed.

NOTES: EXIM means Export-Import Bank of Washington, Washington, D.C.; m. w., means million watts.

Table 20.—Electric Power Projects of Corporación Autónoma Regional del Cauca—CVC, 1963

Project	Location	Type	Capacity (kw.)	Financing	Estimated cost	Estimated completion
Calima I	100 miles north of Cali	Hydro	120,000 (4 x 30,000).	IBRD	(1)	1965
Calima II	One mile downstream from Calima I.	do	120,000	IBRD granted loans for designs.	First stage 80 MW would require foreign exchange of $22.5 million.	1968–69
Salvajina	Cauca River	do	(1)	IBRD granted loan for preliminary studies.	$50 million	1970 or 1972
Possible tied to the CVC system in the future is the following Medellín system project						
Rio Nare	Guatape power station	Hydro	First stage 4 x 66,000.	IBRD	$35 million foreign exchange.	1968

[1] Not available.

Source: U.S. Department of Commerce, Business and Defense Services Administration, Power and Electrical Equipment Survey of South America, July 18, 1963. Mimeographed.

Notes:
MW=million watts.
IBRD=International Bank for Reconstruction and Development.

Table 21.—Retail Sales in Principal Cities by Value and Percent of Total Sales, 1959–61

[Value in millions of pesos]

City and Department	Value			Percent of total sales		
	1959	1960	1961	1959	1960	1961
Bogotá, Cundinamarca	2,147	2,453	2,779	38.3	39.5	40.2
Cali, Valle del Cauca	735	808	883	13.1	13.0	13.0
Medellín, Antioquia	607	704	802	10.8	11.3	11.6
Barranquilla, Atlántico	503	544	586	9.0	8.8	8.5
Pereira, Caldas	186	198	235	3.3	3.2	3.4
Manizales, Caldas	160	173	202	2.9	2.8	2.9
Cartagena, Bolívar	219	230	238	3.9	3.7	3.4
Bucaramanga, Santander	142	189	190	2.5	3.0	2.7
Ibagué, Tolima	144	149	167	2.6	2.4	2.4
Cúcuta, Norte de Santander	154	138	123	2.7	2.2	1.8
Montería, Córdoba	51	53	54	.9	.9	.8
Others	556	577	656	10.0	9.2	9.3
Total	5,048	5,639	6,259	100.0	100.0	100.0

Sources: *Anario General de Estadísticade 1960, Bogotá*, 1962; *Boletín Mensual de Estadística, Bogotá*, September and October 1962 issues.

Notes: Total value was $876 million in 1959, $928 million in 1960, and $1,032 million in 1961. Conversion from pesos to dollars made at 6.40 pesos per US$1 in 1959 and at 6.70 pesos per US$1 in 1960 and 1961. Index of retail sales, when 1958=100, was 120 in 1959, 133 in 1960, and 148 in 1961 on value computed in pesos.

Data on Palmira not included in the source of these figures.

Table 22.—Colombian Port Calls by Merchant Ships Carrying U.S. Cargo, 1957–61

Item	1957	1958	1959	1960	1961
Caribbean ports					
Barranquilla	510	626	593	547	522
Cartagena	455	516	471	503	492
Coneñas	119	118	140	155	115
Mamonal	28	24	27	34	43
Santa Marta	65	72	68	73	77
Turbo	25	25	22	17	7
All other Caribbean ports	6	1	1	4	1
West coast ports					
Buenaventura	664	737	721	761	653
Tumaco	66	62	69	75	38
All other west coast ports	4	(1)	(1)	(1)	(1)

[1] No information available.

Source: U.S. Naval Oceanographic Office, *Listing of Foreign Port Calls 1957–1961*, Washington, D.C., 1962, p. 9.

Note: The totals for each year include all ships over 1,000 gross tons, U.S.-flag and other, loading or unloading cargo for or from the United States. The statistics were furnished by the Maritime Administration, U.S. Department of Commerce.

APPENDIX A

Colombian National Government Departmental and Semi-official Organizations in Charge of Development Programs

AIRPORTS, NATIONAL

Empresa Colombiana de Aeródromos
Aeropuerto Internacional El Dorado
Bogotá, Colombia

DAMS, DRAINAGE, WATER SUPPLY, FLOOD CONTROL

Instituto Colombiano de Reforma Agraria
Calle 14, No. 12–50
Bogotá, Colombia

Corporación de Aguas de la Sabana
Calle 14, No. 12–50
Bogotá, Colombia

Corporación de Valle del Magdalena
Calle 12, No. 8–55
Bogotá, Colombia

ECONOMIC DEVELOPMENT, FEASIBILITY STUDIES AND REPORTS

Departamento Administrativo de Planeación
Avenida Jimenez, No. 7–65
Bogotá, Colombia

ELECTRIC POWER, BOGOTA

Empresa de Energía Eléctrica de Bogotá
Calle 13, No. 37–35
Bogotá, Colombia

ELECTRIC POWER, NATIONAL

Instituto de Fomento Municipal
Carrera 13, No. 18–51
Bogotá, Colombia

Instituto de Aprovechamiento de Aguas y Fomento Eléctrico
Carrera 13, No. 27–00
Bogotá, Colombia

Corporación Autónoma del Valle del Cauca—CVC
Edificio Zaccour
Cali, Colombia

HIGHWAYS, EXPRESSWAYS, BRIDGES, PORT FACILITIES, NATIONAL

Ministerio de Obras Públicas
Carrera 7, Calles 12 y 13
Bogotá, Colombia

HOSPITALS, HEALTH CENTERS, AND SANITATION WORKS

Ministerio de Salud Pública
Carrera 8, No. 6–40
Bogotá, Colombia

HOUSING

Instituto de Crédito Territorial
Carrera 13, No. 18–51
Bogotá, Colombia

PUBLIC WORKS, DEPARTMENTAL

Secretaria de Obras Públicas
Gobernación de Cundinamarca
Bogotá, Colombia

Secretaria de Obras Públicas
Gobernación del Valle
Cali, Colombia

Secretaria de Obras Públicas
Gobernación de Antioqua
Medellín, Colombia

Secretaria de Obras Públicas
Gobernación del Atlántico
Barranquilla, Colombia

Secretaria de Obras Públicas
Gobernación de Caldas
Manizales, Colombia

Secretaria de Obras Públicas
Gobernación de Santander
Bucaramanga, Colombia

Secretaria de Obras Públicas
Gobernación de Norte de Santander
Cúcuta, Colombia

Secretaria de Obras Públicas
Gobernación de Bolívar
Cartagena, Colombia

Secretaria de Obras Públicas
Gobernación del Magdalena
Santa Marta, Colombia

Secretaria de Obras Públicas
Gobernación del Tolima
Ibagué, Colombia

Secretaria de Obras Públicas
Gobernación del Huila
Neiva, Colombia

Secretaria, de Obras Públicas
Gobernación de Nariño
Pasto, Colombia

Secretaria de Obras Públicas
Gobernación del Chocó
Quibdó, Colombia

Secretaria de Obras Públicas
Gobernación de Córdoba
Montería, Colombia

Secretaria de Obras Públicas
Gobernación del Cauca
Poyayán, Colombia

Secretaria de Obras Públicas
Gobernación de Boyacá
Tunja, Colombia

PUBLIC WORKS AND UTILITIES, MUNICIPAL

Secretaria de Obras Públicas
Distritales
Calle 10, 8–22
Bogotá, Colombia

Corporación Cívica de Barranquilla
Calle 38, No. 44–22
Barranquilla, Colombia

Empresas Públicas de Medellín
Medellín, Colombia

Empresas Municipales de Cali
Cali, Colombia

RAILWAYS

Ferrocarriles Nacionales de Colombia
Calle 13, No. 18–24
Bogotá, Colombia

SCHOOLS

Ministerio de Educación Nacional
Carrera 8, No. 6–40
Bogotá, Colombia

SEAPORTS

Empresa Puertos de Colombia
Carrera 10, No. 15–00
Piso 9
Bogotá, Colombia

WATER SUPPLY AND SEWAGE, BOGOTÁ

Empresa de Acueducto y Alcantarillado de Bogotá, D.E.
Sección Estudios de Construcciónes
Avenida Jiménez No. 4–90
Bogotá, Colombia

APPENDIX B

Notes for Business Travelers

GOVERNMENT

The Republic of Colombia is an independent country consisting of 18 Departments, 3 Intendencies, and 5 Commissaryships. It has a democratic form of government based on a constitution. Elections for a president are held every 4 years. By mutual agreement between the two traditional parties—the Liberals and Conservatives—the parties share equally in electoral offices until 1974, with the Presidency of the Republic alternating between them each 4 years. The present Head of State is Guillermo León Valencia, a Conservative, who took office in August 1962.

The Colombian National Congress is divided into a Senate and a Chamber of Representatives whose members are elected directly by the people for 2 and 4 years, respectively. The Senate has 68 members; the Chamber, 132.

CLIMATIC CONDITIONS

The climate varies greatly, depending upon the altitude and the influence of the trade winds and ocean currents. However, everywhere the climate reflects equatorial characteristics, such as slight variations in monthly average temperatures but considerable variations in the daily range. In the Andean regions are four temperature zones. Up to about 3,400 feet, the (tierra caliente), the mean average temperature is from 83° to 75° F.; from 3,400 to 6,800 feet, the (tierra templada), 75° to 63° F.; from 7,800 to 10,000 feet, the (tierra fría), 63° to 50° F.; and 10,000 to 14,000 feet, the (páramos), always cold and windy. The mean annual temperature at Medellin at 4,950 feet is 70.5° F. while at Bogotá at 8,727 feet it is 58.1° F. In the highlands, there are two fairly distinct wet seasons occurring normally in February through April and October through December. The dry seasons occupy the other months of the year.

All of the low-lying regions have high temperatures, but near the Caribbean coast the heat is tempered by breezes during the dry season beginning in December and lasting through April.

On the Pacific coast and in the Atrato Valley, rain falls almost every day. Parts of this coast receive the heaviest rainfall in South America and are hot, steamy, and unhealthful.

HOTEL ACCOMMODATIONS

The large cities in Colombia have hotels which compare favorably with good hotels in the United States. The approximate minimum rates prevailing for a single room and bath without meals at some of the better hotels in Bogotá and Medellín are between $8 and $11. There are also good hotels in Barranquilla, Cartagena, and Cali. Complete meals served in the hotel dining rooms cost $6 to $7 per day.

FOOD AND CLOTHING

Suggested for dining are the principal hotels and several restaurants in Bogotá which serve international dishes.

Since the climate varies with altitude, persons traveling within Colombia are advised to take along winter and fall clothing for Bogotá and lightweight clothing for cities in the valleys and along the coasts.

PASSPORTS AND VISAS

U.S. citizens traveling to Colombia on business require a passport. Information concerning the issue of passports may be obtained from the U.S. Department of State, Wash-

ington, D.C., 20524, tbe U.S. Department of State passport agencies in Boston, New York, Cbicago, New Orleans, Los Angeles, and San Francisco; or from the clerk of a Federal District Court and of certain State courts.

Business travelers to Colombia must obtain a business visa and appear in person at a Colombian consulate with tbe following documents: (1) a smallpox vaccination certificate issued within 3 years; (2) a valid passport; (3) tbree photographs, front view, passport size; (4) a general healtb certificate issued by tbe traveler's physician; (5) a police certificate of good conduct; and (6) a notarized letter from the employer, that is, tbe business firm or company, stating that it employs tbe traveler and will be responsible for all expenses during bis stay in Colombia. No charge is made for tbe visa. It is good for 180 days' stay in Colombia and valid for any number of entries witbin 4 years from tbe date of issuance.

SAMPLES AND ADVERTISING MATTER

An import license must be obtained in advance for dutiable samples of merchandise and printed matter. Mercbandise samples must be mutilated in a manner wbich will render them unsalable. These samples of no commercial value are admitted duty free.

Samples and advertising matter sbould not be enclosed in packages with other matter.

Samples of commercial value and unmutilatable samples, including liquors and liquids, may be sent to Colombia subject to tbe same documentary requirements and import duties as regular commercial shipments of like articles. Samples of commercial value brought in by commercial travelers are also subject to these requirements. Samples baving commercial value, including unmutilatable samples, may be entered temporarily duty free under bond equal to twice tbe regular rates of import duty or upon a casb deposit equal to the amount of duty plus 40 percent to guarantee reexportation within 6 months.

Funds posted as bonds are returned provided that the conditions of tbe bond have not been violated.

GOVERNMENT REPRESENTATION

Tbe Embassy of Colombia is located at 2118 Leroy Place NW., Washington, D.C., DUpont 7–5828. Colombian consular offices are located in tbe United States as follows:

California—Consulate General; 354 South Spring St., Los Angeles, (TUcker 8–370); Consulate General; 9 First Street, San Francisco (Douglas 2–0080).

Canal Zone—Consulate General; Avenue Roosevelt 10th and 11tb St., Colon, Panama (605); Consulate General; Avenue Cuba No. 33–16, Panama City, Panama.

Florida—Consulate General; Room 602 Congress Building, Miami (FRanklin 3–3087); Consulate; 416 Tampa Street, Tampa (2–3280).

Illinois—Consulate General; 110 Soutb Dearborn St., Room 1615, Cbicago (263–8424).

Louisiana—Consulate General; 311 International Trade Mart, New Orleans (JAckson 5–5580).

Maryland—Consulate; 1111 Park Avenue, Baltimore (MUlberry 5–5235).

Massachusetts—Consulate; 25 Huntington Avenue, Boston (KEnmore 6–9725).

Minnesota—Consulate General; 1007–B, 9tb Avenue NW., Rocbester (2–6733); Honorary Consulate; 1300 Mount Curve Avenue, Minneapolis.

Missouri—Honorary Consulate; 6225 Overbill Road, Kansas City (SK 1–7000).

New York—Consulate General; 444 Madison Avenue, New York (PLaza 9–7875).

Pennsylvania—Consulate; 1011 Cbestnut Street, Philadelpbia (WAlnut 2–1927), Honorary Consulate; Wincbester Apartments, 537 Ivy Street, Pittsburgh.

Puerto Rico—Honorary Consulate; Calle Post No. 66 Norte, Post Office Box 1223, Mayaguez and Avenida Condado 613, Apartado Aéreo 9775, Santurce, San Juan.

Texas—Consulate; 4634 West Amherst, Dallas, and 5310 Greenbrier Street, Apartment 5, Post Office Box 6631, Houston (3–1057).

Tbe United States is represented in Colombia by an Embassy in Bogotá at Edificio Seguros Bolívar, Carrera 10, No. 16–39; by consulates in Barranquilla at Edificio Banco de la Republica, Calle 34, No. 43–31; in Cali at Edificio Pielroja, Carrera 3a, No. 11–55; in Medellín at Edificio Fabricato, Calle 51 (Boyacá) y Carrera 49 (Junín); and by a consular agent in Buenaventura.

APPENDIX C

Selected Sources of Further Information

U.S. GOVERNMENT PUBLICATIONS

Department of Commerce, Bureau of International Commerce

Economic Developments in Colombia in 1960, World Trade Information Service, part 1, No. 61–41, March 1961. 15 cents.

Establishing a Business in Colombia, Overseas Business Reports, 63–107. July 1963. 15 cents.

Foreign Trade of Colombia, 1958–60, World Trade Information Service, part 3, No. 61–12, May 1961. 20 cents.

Import Tariff System of Colombia, World Trade Information Service, part 2, No. 62–34, June 1962. 10 cents.

Selling Around the World—How Commerce Helps. A description of U.S. Department of Commerce services to the international business community. 1963. 26 pages. 15 cents.

Trade Lists

These listings are available to help U.S. firms find customers, agents, distributors, licensees and sources of supply abroad. Each list gives names and addresses of firms handling a specific commodity in one foreign country. Each list also contains a summary of basic trade and industry data, including a brief analysis of foreign trade in the commodity covered, government regulations affecting trade, and other useful information.

Lists of importers and dealers indicate relative size of each firm, method of operation, products handled, territory covered and size of sales force. Lists of exporters and manufacturers show relative size or production capacity of each firm and the products handled. Available for $1 per country for each commodity classification from any Department of Commerce Field Office or from the Bureau of International Commerce, Commercial Intelligence Division, Washington, D.C., 20230.

What You Should Know About Exporting. A How-To-Get-Started Handbook designed to be a basic reference for the American businessman interested in opening profitable new overseas markets for his products. 1962. 38 pages. 25 cents. Available from Superintendent of Documents, Washington, D.C., 20402.

Eximbank

Export-Import Bank of Washington, *Report to the Congress for the Twelve Months Ended June 30, 1962*, Washington, D.C. 2 parts.

U.S. Navy

U.S. Naval Oceanographic Office, *Listing of Foreign Port Calls by Merchant Ships, 1957–61*, Washington, D.C., 1962. Special Publication 23.

COLOMBIAN GOVERNMENT PUBLICATIONS

Banco de la Republica

Atlas de Economía Colombiana, Bogotá, 1962.

Informe Anual del Banco de la Republica. Annual administrative report and analysis of the economy.

Revista del Banco de la Republica. Issued monthly. Contains articles of commercial and economic interest, Government laws, decrees, and statistical series.

Consejo Nacional de Política Ecónomica y Planeación

Plan Cuatrienal de Inversiones Públicas Nacionales, 1961–1964 Analysis of the economy and projected development.

Plan General de Desarrollo Económico y Social. 2 vols. In one volume an analysis of the 10-year social and economic development plan; in the other, an analysis of specific industrial sectors and goals set for their development.

Departamento Administrativo Nacional Estadística

Anuario de Comercio Exterior. Gives detailed import and export statistics.

Anuario General de Estadística. Data on social, economic, and financial aspects of the country and on physical characteristics of the land.

Boletín Mensual de Estadística. Includes data on trade, production, and prices.

Directorio Nacional de la Industria Manufacturera, 1960. Directory of manufacturers.

Ministerio de Fomento

Memoria del Ministro de Fomento, 1961–62. Annual report. Analysis of foreign trade, Government import policies, and development of manufacturing industries.

Ministerio de Hacienda

Memoria de Hacienda Presentada al Congreso Nacional de 1961, tomo principal. Comments on Alliance for Progress. Reviews economic policies, fiscal policies, and tax revision.

Ministerio de Relaciones Exteriores

Relación de Convenios Comerciales Suscritos Por Colombia. A list of commercial agreements signed by Colombia. Mimeographed. Bogota, April 1960.

GENERAL SOURCES

Asociación Nacional de Industriales

Estudio General Sobre Medellín y Su Area Circundante, Medellín 1961. A résumé of industrial activity in and around Medellín.

Producción y Ventas, Medellín 2 vols, 1961, 1963. Photographs, brief facts, and sometimes statistics on manufacturing firms.

Federacion Metalúrgica de Colombia, *Directorio de la Industria Metalúrgica y Metalmecánica en Colombia.* Bogotá.

Instituto Colombiano de Opinión Pública, *Quick Colombian Facts*, Bogota, 1962.

Inter-American Development Bank, *Second Annual Report, 1962*, Washington, D.C., 1963.

International Bank for Reconstruction and Development, *The World Bank and IDA in Latin America*, Washington, D.C., 1963.

Pan American Union

A Statement of the Laws of Colombia in Matters Affecting Business, Washington, D.C., 1961. Revised and enlarged by Dr. Bernardo Rueda.

Colombia, Washington, D.C., 1959. Gives historical, economic, and other basic data and background information on Colombia.

United Nations, Economic Bulletin for Latin America, *Rolled Iron and Steel Products in Latin America; Prospective Production and Demand*, IV, No. 2, 1959, 1–32.

United Nations, Secretariat of the Economic Commission for Latin America, UNESCO, *Some Aspects of Population Growth in Colombia*, 10 November 1962.

United Nations, Secretariat of the Economic Commission for Latin America, Department of Economic and Social Affairs, Analysis and Projections of Economic Development, III. *The Economic Development of Colombia*, United Nations, Geneva, 1957.

U.S. GOVERNMENT PRINTING OFFICE: 1964 O—719-623

U.S. TRADE MISSIONS PROGRAM

PENN STATE UNIVERSITY LIBRARIES
A0000712886 42

NOW

is the time to export

Stirring changes in the world's markets could mean export sales opportunities not significant in your earlier surveys. Keep abreast of these changes in INTERNATIONAL COMMERCE, the U.S. Department of Commerce's authoritative weekly news magazine.

SUBSCRIBE NOW...

Subscription Form

Pleose enter my subscription to *International Commerce*

- ☐ Annual subscription, $16.00
- ☐ Via domestic airmail, $25 additional
- ☐ Foreign mailing, $5 additional

NAME_____

ADDRESS_____

CITY_____ STATE_____

Mail to Sales Promotion Staff, Office of Publications, U.S. Department of Commerce, Washington, D.C. 20230. Enclose check or money order payable to the Superintendent of Documents.